

May

1956

THE REPORTER OF

# Direct Mail

advertising



A Special Feature:

## THE ENCYCLOPÆDIA BRITANNICA STORY

Page 16 . . .



# CUT COSTS

*Increase  
Profits*



by using the

*New*

## LMR

## ADDRESSING SERVICE

Your customer or prospect lists converted to automatic equipment. You pay only running costs . . . as low as \$3.75 per thousand. Save cost of addressing equipment — *release capital to increase sales*. Save floor space — we handle all storage.

Your list will be placed on tabulating cards. For a nominal service charge, you can have your list key-punched so that you can

make selections to improve mailing efficiency.

Increase your income. List brokers agree that mailing lists on automatic equipment rent more often. They are searching for new and well-maintained lists. If you have not rented your lists before, we will assist you in merchandising your lists through all list brokers.

At these low rates, you can now compile your own prospect lists. We maintain a library of current telephone books, directories, etc.

LISLE M. RAMSEY & ASSOCIATES, INC.  
1700 Delmar Blvd.  
St. Louis 3, Missouri

- ☐ Please send me your five-minute survey blank so I may indicate quickly to you my mailing operations. I understand without cost or obligation you will then submit a written proposal on how your service will save money for me.
- ☐ Please have a representative call.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

MAIL  
THIS

To save money and increase profits, just clip this coupon, fill it out or attach to your letterhead and mail today.

*Lisle M. Ramsey and Associates*  
INCORPORATED

1700 DELMAR BOULEVARD  
SAINT LOUIS 3, MISSOURI

# versatility



**Supertuff**

increase your  
**IDEA**  
**RESERVOIR**  
with this  
sample-packed  
portfolio

SUPERTUFF is a smooth, flexible cover stock with a smooth, heavy texture on both sides for fine-screen halftone work. A perfect press performer — letterpress or offset — with high fidelity color reproduction — takes high gloss and leveling inks, lacquer, hand-applied.

For catalog covers — annual reports — manuals — point-of-sale displays — brochures — mailers . . . SUPERTUFF produces the desired results.

A letter request to Appleton will bring you this idea-packed SUPERTUFF portfolio.



the  
**APPLETON COATED PAPER COMPANY**

1250 North Meade Street  
APPLETON, WISCONSIN







# EVER HEAR OF A MARINE MAIL ROUTE?

You've already guessed what it is, of course: a mail route on water. In the lake country of the North and the bayou country of the South, many families are served by carriers who "put-put" right up to their piers to put mail into their boxes.

Marine Mail Routes may not be vitally important to your direct-mail program. But they do point up one of the reasons why the Donnelley Consumer Family List is by far the best you can use.

For no matter what the community, big or small, on highway or waterway, we have left nothing undone to get complete, accurate and current coverage. And that goes for not only the approximately 40,000 main post office towns, but also every one of the 80,000 "non-post office" towns and localities that get their mail through post offices in neighboring towns.

Whether your merchandising program calls for mass or selective coverage, you and your dealers will be sales ahead and money ahead to use the best direct-mail services—best lists, best creative help, best processing and mailing. To be sure you get them, just call your nearest Donnelley office!

*Direct Mail Division*

**THE  
REUBEN H. DONNELLEY  
CORPORATION**

CHICAGO: 350 E. 22nd St.    NEW YORK: 305 E. 45th St.  
LOS ANGELES: 727 Venice Blvd.

*DIRECT MAIL PROGRAMS • MAILING SERVICES • CONTEST JUDGING • PREMIUM MAILINGS*



Chicago Photographers

#### COVER STORY:

**O**UR COVER PHOTO this month is completely candid . . . because it shows young George Collins, director of mail order sales for Encyclopaedia Britannica, Inc., just as he usually is found—surrounded by books.

This cover salute to George Collins will be brief . . . simply because you will read all about him (and the big reason for his salute) in a special feature, *The Encyclopaedia Britannica Story*, which begins on page 16. You'll see why we think this modest fellow is one of the country's most impressive young upcomers in the direct mail field. So you can know him better, here's the brief highlights of his background:

While all types of good books are George's baliwick, he is by no means a bookworm who was reared in sheltered halls of ivy. George was born in the rough, 1926, city of Chicago . . . and later got his education the hard way. Before sea duty in the Navy during WW II (Exec. Officer, LST), George picked up about three years college credit under the ROTC program at Notre Dame.

Journalism and liberal arts courses directed him toward advertising which, says George: "has always fascinated me as much as books." It was only natural that after the war he coupled his love for books and advertising . . . by taking a job with *Popular Mechanics'* Book Div. By learning the ropes of direct mail by day, and attending Northwestern University courses at night, George earned both his college degree . . . and the job of sales promotion manager of *PM's* Book Div.

Last March he joined Encyclopaedia Britannica, Inc. Six short months later, he was promoted to his present position . . . a direct result of the way he handled the challenging assignment you'll read about in the *EB Story*.

At 29, George Collins is responsible for annual mail order sales totaling \$2,000,000 worth of *EB* publications . . . which ranges from *Book of the Year* (\$12.00) to *The Bible in Pictures* (\$5.95). His jam-packed schedule leaves little extra time; but somehow George finds it . . . to take an active part in direct mail affairs. On March 26, 27 and 28, for example, he chairmanned the American Management Assn.'s Chicago seminar on "Improving the Return of Direct Mail Campaigns" . . . a stimulating three-day discussion meeting.

After you read about his high-level efforts in the *EB Story*, we think you'll agree that he deserves this cover salute . . . for "Mail Order Success of the Year". ●

## THE REPORTER OF

# Direct Mail advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 19, Number 1

May, 1956

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A SPECIAL FEATURE . . .

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The Reporter of Direct Mail Advertising is published monthly by The Reporter of Direct Mail Advertising Inc., at Garden City, New York. Re-entered as second class matter at Post Office at Garden City, New York, under the act of March 3, 1897. Copyright 1956 by The Reporter of Direct Mail Advertising Inc.

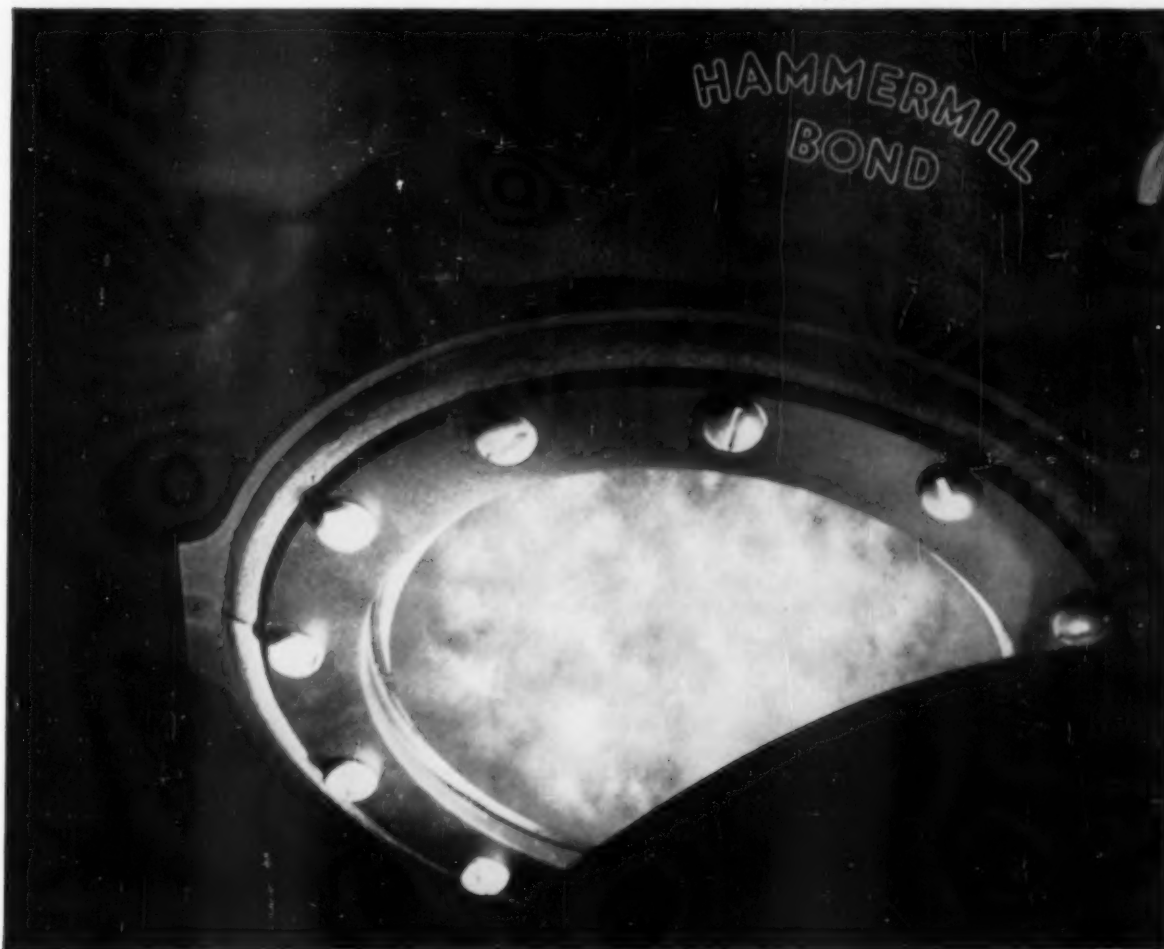
SUBSCRIPTION RATES: United States, Possessions and Canada: \$6. one year, \$10. two years, \$15. three years. Fifty cents per copy. All other countries: \$7. one year, \$12. two years, \$18. three years.

Midwest Sales Office: J. K. Ross, 670 N. Michigan Ave., Chicago 11, Ill. Tel: Mohawk 4-4776. Western Sales Office: H. L. Mitchell & Associates, 3087 Saturn Ave., Huntington Park, Calif. Tel: Ludlow 3-4668.

The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as an Association service. Part of their annual dues pays for a subscription.

Please address all mail to: The Reporter of Direct Mail Advertising, 224 Seventh Street, Garden City, New York.

Another reason why Hammermill Bond prints better, types better, looks better



## How Hammermill's private eye helps make cleaner paper

**T**HIS IS A WINDOW. It's in a pipeline at Hammermill. Back of it flows the pulp that goes into Hammermill Bond. And through the pulp a beam of light shines into an electric eye.

If the pulp starts to thicken, it cuts down the light striking the electric eye. And instantly, this private eye, devised by Hammermill, detects the change and signals a control valve to add more water. Just enough to bring the pulp back to the right, smooth-flowing consistency.

That's important. At the next step, the pulp is screened through tiny slots to get rid of impurities. When the pulp

is the right consistency, only the desirable fibers get through. If it should become too thick, or too thin, even for just a moment, impurities could be squeezed through to end up in the paper as tiny dirt specks.

Tiny, yes! But at Hammermill our constant aim is to give you paper for your letterheads and business forms that is as free as possible of defects, however slight.

Using this photoelectric cell to help make clean paper is another example of our many extra quality controls, that, together, make Hammermill Bond (1) *print* better, (2) *type* better, (3) *look*

better. Hammermill Paper Company, Erie, Pennsylvania.

*Printers everywhere use Hammermill papers. Many display this shield.*



—yet

**HAMMERMILL  
BOND** costs no more

—and actually less than many other watermarked papers

"Never put off  
till tomorrow  
what can be  
enjoyed today."

Josh Billings

If you have a continuing need for good direct mail you can enjoy 20%, 30%, 40% more replies, orders, inquiries with Reply-O-Letter. And, any of our customers. They'll tell you these extra replies are mighty enjoyable.

It isn't done with mirrors, but with a rare combination that gets results. A top flight creative staff ready to help you (no charge). And Reply-O-Letter, with the "built-in" reply card that does so much better than ordinary letters.

Don't YOU put off till tomorrow what you can enjoy today!

23rd year of Service to  
organizations in every field

AETNA LIFE INSURANCE COMPANY  
ALLIED STORES CORPORATION  
F. W. DODGE CORPORATION  
NEW YORK HERALD TRIBUNE  
AMERICAN BIBLE SOCIETY  
TRANS WORLD AIRLINES  
CELOTEX CORPORATION  
HARPER'S MAGAZINE

the  
reply-o-letter

7 CENTRAL PARK WEST  
NEW YORK 23, N. Y.

Sales Offices:  
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO



## SHORT NOTES DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

**PUTTING THIS ISSUE TO BED.** we realized it marks the beginning of *The Reporter's* 19th year of publication. As we approach it, "the magazine devoted exclusively to contact by mail" sends sincere thanks to its many readers and advertisers. Without your contact and support, 18 years of *Reporter* growth would not have been possible. Because of you, this magazine has been able to mirror the entire direct mail scene, present its best new ideas, and report the medium's steady increase in both volume and stature. Looking forward, there are five outstanding principles which we think will become increasingly important in planning and creating really effective direct mail. Besides attention, interest, desire, action, etc., we believe all direct mail users should inject more **entertainment, information, education, inspiration . . . and responsibility** into their promotion efforts. You'll find all these principles reflected throughout this issue . . . from the special *Encyclopaedia Britannica Story* beginning on page 16, to *Sales Tools & Sales Strategy* on page 38. After you read about them, drop us a note and tell us your ideas for making these five principles permanent guideposts . . . to upgrade all direct mail.



**MASA INTERNATIONAL REPORTS** that their Direct Mail Agencies & Counselors' Workshop held in Chicago during March was so successful that the 70 in attendance voted to formally organize the group. John Yeck of Yeck & Yeck, Dayton, Ohio, heads the committee which will draw up rules regulations and entrance requirements for the Direct Mail Agencies & Counselors' Group of MASA. On the committee with him are Horace Nahm, N. Y.; Fred Shaw, Detroit; Eric Smith, Los Angeles and Francis S. Andrews, Boston.

**AMERICAN HOSPITAL SUPPLY CORP.**, 2020 Ridge Ave., Evanston, Ill., was awarded the American Public Relations Assn.'s Silver Anvil Trophy last month . . . for the year's best PR effort in the field of Distribution and Marketing. American's entry described the company's program directed to employees, customers, shareholders, suppliers and the cities in which American's nine major operating divisions are located. The APRA Silver Anvil of "Public Opinion" is PR's highest award . . . entitling its recipient to a place in the "Archives of Public Relations" in the Library of Congress. Anvil award winners in other categories included Radio Corp. of America, General Mills, Shell Oil Co. and Capital Airlines.



**NEWSPAPER ADVERTISING MATS.** designed and produced entirely for churches, is a new mail order item . . . being sold by Evangel Promotion Service, P. O. Box 1016, Springfield, Mo. Business manager Carl G. Conner tells us that although theirs is strictly a newspaper advertising service, all mat sales are done by mail! More than 150 churches have ordered attendance advertising mats by mail within EPS' first few weeks of operation. They sell 52 general church attendance art mats for \$25; and 4 revival meeting art mats for \$5. Churches can get EPS' mail order literature by writing to the above address.



**BROWN & BIGELOW'S** 60th Anniversary Annual Report (issued last month) showed that the world's largest advertising speciality firm increased its earnings 7¢ a share in 1955. The report was a descriptive full-color job, showing how consolidated net sales of B&B and its subsidiaries reached \$51,551,709. Some of B&B's subsidiaries are Quality





Multilith  
Department,  
State Mutual  
Assurance Department,  
Worcester, Mass.

when it  
must have  
“runability”  
...it should  
be on

**Atlantic  
Bond!**

When you need long-run performance—and a quality job—your best bet is to put it on ATLANTIC BOND. Here's why:

ATLANTIC BOND, the genuinely watermarked, #1 Sulphite Bond, which is first in its field for sales, is first in “runability”! ATLANTIC BOND'S “just-right” bulk and stiffness mean smoother running always. And ATLANTIC BOND is moisture-controlled for dimensional stability...assuring more accurate register on every run—no wasted time and effort on re-runs.

ATLANTIC BOND is first in *performance*, too. It's a better-formed, better-looking paper—impressions “take” better...look sharper, clearer. Next time—and every time—you want the job done *right*, run it on  
**ATLANTIC  
BOND!**



**Atlantic Papers**

PRODUCERS OF EASTERN CORPORATION BANGOR, MAINE; MANUFACTURERS OF QUALITY PAPER AND PULP MILLS AT BANGOR AND LINCOLN, MAINE; SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA.

ATLANTIC BOND  
ATLANTIC DUPLICATOR  
ATLANTIC MIMED  
ATLANTIC OFFSET  
MANIFEST BOND

## SPEED YOUR MAILINGS



WITH  
**EUREKA**

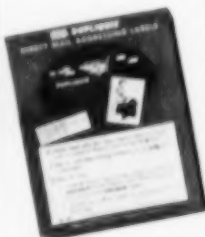
DUPLISTICKERS,  
DUPLISNAPS and  
DUPLIQUIK

gummed, perforated mailing labels in sheets. Make as many copies as you want!



Duplisticker Mail-Aids, for typewriter and mimeograph.

Duplisnap - Carbon interleaved Mail-Aids. Made in sets of 2, 3, 4, 5, and 6 sheets. Interleaved with smudge resistant carbon. For use with typewriter.



Dupliquik Mail-Aids, Special stock for use with "spirit" or "liquid" process duplicating machines. Can also be used with typewriter.

For complete details send for your free copy of "Speed Your Mailings" with free samples.

**EUREKA**

EUREKA SPECIALTY PRINTING CO.  
558 ELECTRIC ST. SCRANTON 9, PA.

## SHORT NOTES CONTINUED

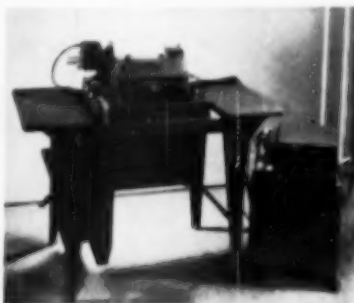
Park Envelope Co., Consolidated Printing Ink Co., Century Envelope Co., Graphic Arts Engraving Co., and Western Lithograph Co. The parent company in Minneapolis, Minn., creates and sells more than 900 products and services under the trade name of Remembrance Advertising. A large amount of their calendars, greetings, etc. are used entirely as direct mail. B&B president Charles A. Ward told 7,000 stockholders in the report that preparations are now underway to boost B&B annual sales to \$100,000,000.



□ **THE N.Y.C. BETTER BUSINESS BUREAU** will step up its program of promoting high business ethics and educating the public to watch out for misrepresentation and fraud . . . by working with a full-time public relations counsel. John Morrissey Gray Co. of New York has been appointed public relations consultants to the N.Y.C. Bureau, largest of the 106 local BBBs in the U. S. and Canada. Hugh R. Jackson, president of the Manhattan Bureau said the added PR weight will "greatly aid us in informing the public of sound principles of business conduct and of the responsibilities of both business and the consumer." The N.Y.C. BBB has a membership of 1,400 business firms.



□ **COMMERCIAL CONTROLS CORP.** has developed a new Flexowriter Duplex automatic writing machine which is cable-connected to a Motorized Tape Reader. Controlled entirely by punched



paper tape, the operation types personalized letters at the rate of 100 words per minute. When letterheads are fed into the Flexowriter in continuous form, codes in the tape automatically position the succeeding letterhead for the next typing operation. The Tape

Reader also makes it possible for the machine to automatically type the date, line space down to the position for the inside address, then type name, address and salutation . . . all by code. For complete information write to CCC at 1 Leighton Ave., Rochester 2, N. Y.



□ **KWIK-KLASP** is the trade name for a new clasp-type envelope which makes it unnecessary to raise the "prongs"



when sealing. Manufactured by Tension Envelope Co., Kansas City, Kwik-Klasp are the same as common clasp envelopes . . . except that the flap is more easily engaged and locked by simply sliding it into the patented new clasp, without the fingers touching the metal at any time. According to Tension, Kwik-Klasp speeds up mail handling to a time saving of \$1.00 or more per thousand. You can get free samples by writing to Tension at Suite 512, 19th & Campbell, Kansas City 8, Mo.



□ **A NOVEL PUNISHMENT:** A judge out in Rockford, Illinois, had before him a postal clerk who had been convicted of embezzling \$3,600 in post office receipts. Instead of sending him to jail for a long period, the judge sentenced him to spend 24 consecutive hours each week-end for the next six months, in jail, while the former clerk must work to restore the amount of the embezzlement. That sentence will keep the crime on his mind.



□ **ARTIST TURNED COPYWRITER** in an amusing, miniature-size booklet from Leonard Graves & Associates (mail advertising), 270 Madison Ave., Memphis, Tenn. Titled **Our Artist's Conception of the New Offices and Used People** . . . the booklet's 16 pages contained spot illustrations to show different functions of Graves' operation. The artist also supplied running commentary . . . a satirical "Cook's Tour" of

the shop. Completely uninhibited, his description of the business was loaded with laughs . . . as he poked some good-natured fun at the Boss. "If you're not all tired out," said his copy finally, "you can drop over to my desk. By the way, I'm Walter Rogers. I'll either be talking to myself out loud, or cutting pieces of paper and sticking them on other pieces of paper (I call this making layouts)."



□ **LOUIS B. KLEIN ADVERTISING** mailed a short but sweet announcement of their move to new headquarters last month. It was a real full-sized checker board, complete with several red and black checkers glued on. A copy splash across one corner announced: "WE'VE MADE OUR MOVE! . . . to 2303 Barron Hill Rd., Lafayette Hill, Pa. New Phone: TAYlor 8-2340. Next move is up to Klein's prospective clients."

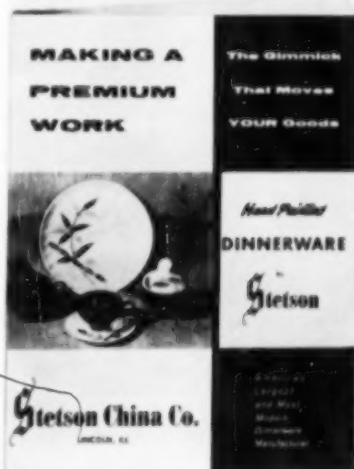


□ "'56—THE YEAR TO FIX" . . . is a slogan you should be using and promoting if you're not already doing so. It is of course, the slogan for **Operation Home Improvement** . . . the gigantic government-endorsed, Chamber of Commerce-sponsored promotion to get people to fix up and improve their property. More than 30 trade associations are behind the effort. Over \$150,000 is being spent directly to promote OHI, and an estimated \$30,000,000 is expected to be spent in related advertising space and time. Sales possibilities are tremendous. The Chamber lists 30 types of business which can benefit directly. Tie-ins with other types of business are almost limitless. Arthur Thompson & Co., Baltimore 2, Md. has gone all



out producing colorful pre-printed OHI pieces for direct mail . . . such as the envelope billboards shown here. Write them for samples. Also write to OHI at 10 Rockefeller Plaza, N. Y. 20, N. Y. for other ideas on how your business can tie in with the promotion.

□ **HOW TO MOVE MERCHANDISE** through effective use of premiums is explained in an excellent 16-page booklet offered by Stetson China Co., Lincoln, Ill. The manufacturers of hand painted dinnerware have put to-



gether a highly informative guide which tells 18 methods of using premiums. Titled **Making A Premium Work**, the booklet covers Direct Premium Offers, Self Liquidating Offers, Coupon Plans, Sales Incentives, Circulation Builders, Dealer Premiums, Contests, Trading Stamps and others. All of the material in the booklet is based on successful premium programs which have produced millions in sales for appliance, radio and TV, furniture banking and other businesses. Stetson's own Premium Division has racked up millions in sales for companies offering hand painted dinnerware . . . so the booklet is written with authority. Write to Bud Shankin of Stetson's Premium Div. . . he'll send you a free copy.



□ **QUOTABLE QUOTE:** "It's one thing to be able to read a message clearly. It is another to want to read it, to find pleasure and attraction in the actual paper stock. The softness of the twilight, the glow of the fireplace—here is where human response is great. White is likely to be stark, impersonal, whereas a warm hue—like Sandstone—reflects a tint which is friendly and inviting in its appeal." Quote by color expert Faber Birren in the **March Color Letter** published by Whiteford Paper Co., 420 Lexington Ave., New York 17, N. Y. Birren's quote was a footnote to recent Sandstone stock tests made by **Fortune** magazine. As



## ...with these colorful new COLUMBIA ORDER AND REMITTANCE ENVELOPES

Don't leave the crucial "closing" part of the sale to chance! Columbia's appealing order blank and remittance envelopes are helping hundreds of successful companies increase returns. They come in all colors, and Columbia's experienced creative staff helps you obtain exactly the right copy and effect for your product. Test Columbia envelopes on your next mailing. Delivery is fast and the price is right, too—send for samples and prices today!

**Complete Creative and Printing Service, Quick Delivery From Stock on All Standard Sizes, Styles, Colors and Textures of Envelopes**



**COLUMBIA ENVELOPE CO.**  
2019 N. Hawthorne St., Melrose Park, Ill.  
Please send me

☐ free sample order and remittance envelopes

☐ the new Columbia Envelope Buyers Guide

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

There's only  
*One*  
**DICKIE-  
RAYMOND**

**DIRECT ADVERTISING  
and  
SALES PROMOTION**

for 35 Years

*Planning  
Writing  
Production*



470 ATLANTIC AVENUE  
BOSTON  
225 PARK AVENUE  
NEW YORK

getting  
leads  
for  
salesmen

one of your headaches?



Then you'll want to get the facts on our kind  
of Sales Letter—with the built-in reply card.

You'll be joining a mighty impressive list of  
blue chips, too, who've learned that the  
built-in reply card boosts responses,  
lowers selling costs!

One-stop service for creative printing  
and mailing saves your time—keeps you busy  
planning instead of just picking up loose ends.

Why not send now for more information and  
samples of recent successful promotions?



**SALES LETTERS**  
INCORPORATED

153 W. 33rd St., New York 11  
Telephone WAtkins 9-3680 - 1

**SHORT NOTES**  
CONTINUED

explained in *Color Letter*, *Fortune* circulation promotion manager Frank Johnson found the hue 22% better on marginal list, 35% better on a median list, 21% better on a good list. If you're interested in color ideas and color results (and you certainly should be) . . . write to president Errington Whiteford at the above address and ask him to put you on the list for *Color Letter*.



□ **A NEW COLLATING WHEEL** for printing and binding operations is being sold by Johnson Research Corp., Bethpage, L. I., New York. The electric, semi-automatic wheel handles up to 800 lbs. of printed sheets, signatures or other sizes from 3" x 5" to 9" x 14". Speed is timed to give operators ample time to complete pick-up, joggle and stacking operations. Each operator can collate a 9" x 14" size, 112 page booklet in 1½ minutes. Write to Johnson for more information and price.



□ **THE MARVIC CO.**, 861 Manhattan Ave., Brooklyn 22, N. Y., has a faculty for coming up with frustrating puzzles and gimmicks which they sell as direct mail attention getters. Most of them seem impossible to solve . . . until you get the answer by sending in a reply card. Their latest is maddening. Nothing more than a small card with a riveted ring, same diameter as a cigarette. Directions read: "CAN YOU push a dime thru the hole without breaking or tearing the card? It can be done!" Marvic sells the Push-A-Dime Problem cards imprinted with a sales message at \$27 per 1,000. "When they come in for the solution," says Marvic president Irving Nissman, "we tell 'em—and then duck!"



□ **SPEAKING OF GIMMICKS**, we thought Wolverine Tube (Div. of Calumet & Hecla, Inc.), Guardian Bldg., Detroit 26, Mich. had used just about every one imaginable in their clever series . . . until we got their latest piece. The small folder, promoting Wolverine Roll-O-Tube (round carton for tubing which is used as a reel), was headlined "A 'Reel' Find". Inside was a small foil envelope which was an

honest-to-goodness Uranium Detector. The small 2½" square detector kit contains a small piece of film. When exposed to the ground for 24 hours, it reveals whether or not area tested is radioactive. The detector is manufactured by The Davis Detroit Co., Detroit 38, Mich. If you want to "strike it rich," write and ask them for samples.



□ **FINE BUSINESS** is the name of Neenah Paper Co.'s internal house organ . . . which keeps paper salesmen abreast of new developments and ideas.

2 NEENAH FINE BUSINESS PAPERS



It's a four-page, French fold format with short items about Neenah Fine Business Papers . . . written in breezy newsletter style. One of the best features is an "Award Winning Letterhead" Dept. Salesmen submit letterheads they pick up from customers, and selected winners are showcased with a short analysis in the house organ. Actual samples of the letterheads are also inserted in the issue. The printer responsible receives an award and the salesman submitting the winner receives a cash award of \$15. Speaking of awards, Neenah recently got one themselves. That series of light-touch "Neenah says . . ." ads running in business papers won the 1955 Certificate of Excellence Award from the Milwaukee Art Director's Club.



□ **HOW LOCAL INSURANCE AGENCIES CAN USE D. M.** was emphasized in a recent issue of *Standard Service* . . . bulletin published for agents of Standard Accident Ins. Co., Detroit, and its affiliate, Planet Ins. Co. Under the heading "Advertise-To



Increase Your Sales", the bulletin covered all media, then listed many sales aids for each available from the company. The direct mail section told local agents how they could use it effectively to: 1) Introduce their agency and service to a selected list of prospects; 2) Educate these prospects in many types of casualty, bonding, fire marine and multiple-peril coverage available through the agency; 3) Break down sales resistance previous to personal calls and 4) Establish effective and continuous contacts with clients with a definite view to keeping them sold on the agency and its coverage. Direct mail aids listed covered everything from Business Development Proposals to Football Schedules. Good program!



□ **MANY INSURANCE COMPANIES** miss a bet . . . by neglecting to use the valuable selling space on their insurance policy jackets, those oblong containers which hold the customer's policy. But National Travelers Insurance Co. of Des Moines, Iowa, uses the space on theirs to good advantage. Milton R. Rose, advertising director of National's Pacific Coast Div. (8714 Sunset Blvd., Los Angeles 46, Calif.) sent

**Like a Sentinel In the Night**  
YOUR  
**NATIONAL TRAVELERS**  
policy helps guard and protect you against financial insecurity. It's your bulwark against trouble, worry, and fear.  
...it's a  
**GOOD POLICY**  
that's like money in the bank when misfortune strikes  
...a nest egg that helps relieve your mind of financial worries due to circumstances beyond your control.  
...that's why it is a  
**GOOD**

us the one partly illustrated here. Milt says the reminder copy does a good job of helping to keep the policy sold . . . after the insured person receives it. Good idea.



□ **CONGRATULATIONS** to Howard Swink Advertising Agency, Marion, Ohio . . . for copping 12 awards in the second annual advertising contest spon-



## "Bunn Tying Machines save time ... when the need is greatest"

says Louis A. Weicker, Executive Vice-President,  
Commerce Clearing House, Inc., Chicago, Illinois

"One of the key operations in this business, coming at the time when train schedules must be met, is bundling and tying our tax and business law Reports," says Mr. Weicker. "Every day thousands of loose leaf Reports on new tax and business law developments must be assembled and tied into bundles to meet post office requirements and help get them to our subscribers quickly."

"Bunn Package Tying Machines save us time . . . by tying these thousands of Reports ten times faster than hand tying."

Here's how Bunn Tying Machines can save you time and money:

**Faster tying:** In most cases, a wrap and tie can be made in 1½ seconds or less. Each wrap of the twine is tension-controlled . . . can't cut into envelopes or packages.

**Automatic adjustment:** Whether it's 5 or 50 envelopes . . . or 500 . . . each wrap is made in the same speedy time . . . without manual changes.

**Slip-proof knot:** Postmasters everywhere approve the exclusive Bunn wrap and knot . . . can't come undone even with rough handling.

**Simple operation:** Inexperienced operators become experts in a very few minutes. Operation is fatigue-less and completely safe.

# BUNN

**PACKAGE  
TYING  
MACHINES**  
Since 1907



**GET THE  
WHOLE STORY**  
Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

**B. H. BUNN CO., Dept. RD-56** 7605 Vincennes Ave.  
Chicago 20, Illinois

**MAIL COUPON NOW FOR MORE FACTS**

**B. H. BUNN CO., Dept. RD-56**  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**LISTS**  
**LISTS** Mailing List  
**LISTS** Opportunities  
**LISTS** ROSKAM  
**LISTS** ROSKAM  
**LISTS** ROSKAM  
**LISTS** ROSKAM

**AGENTS WANTED**

**AGENTS FOR SIGNS**—Door-to-door salesmen, 50% sell to business. 220M names at bargain prices. List #15. Labels \$15.00

**WOMEN WANT TO INCREASE INCOME** can sell your products from home. Buyers-Inq. 100,000 women, labels \$12.50 #124

**MEN BUYERS/INQUIRIES NEED CASH** and wrote for Home Mail Order System. \$12.50 on labels. Active list. List #136

**PROFITABLE HOMEWORK BUYERS**, women who must be home, need income, want to work. \$13.75 on labels. List #210

**RELIGIOUS PEOPLE**

**PRAYER MAGAZINE-BOOK** Buyers/Inquiries religiously active, buy by mail. 270M 60% women, addressed \$14.50. #88

**RELIGIOUS TABLECLOTH BUYERS** prefer ordering by mail. Good religious prospects. 55,000 women @ \$12.50 on labels. #267

**HYMN BOOKS-BUYERS** from Radio paid \$1.00 to have hymns at home. Good mail order names. \$12.50 labels, 50,000 names in south. List #493

**UPPER INCOME MEN**

**SELF-HELP BOOK BUYERS**, men have shown they're in upper bracket . . . they buy. 75M \$15.00 addressed your material. #248

**WEST COAST TAX SUBSCRIBERS** tax land service by mail, have extra income and spend. 150,000 men on labels \$12.50. List #138

**HIGH PRICED BOOK BUYERS** bought from salesmen - good for mail offers for upper income. 90,000 men addressed @ \$17.00. #205

**INVESTMENT CLIENTS BY MAIL** order have cash to invest. Top names. \$17.50 for 25,000 addressed. List #456

**HOBBYISTS - EXTRA INCOME**

**HOBBY MAGAZINE SUBSCRIBERS** 85% women will buy most hobby items by mail. 700,000 names, addressed for \$15.00. List #6

**FURNITURE REFINISHING HOBBY** folks spent average \$9.00 supplies by mail. 100,000 Buyers/Inq. Labels \$10.00. #85

**WOODWORKING EQUIPMENT MEN** have paid from \$100 to \$2000 by mail for hobby/income equipment. 125M Buy/Inq. addressed \$15.00. #221

**HOME SEWERS AVAILABLE**

**NEEDLEWORKERS WHO BUY BY MAIL** are responsive to wide variety offers. Over 4 million women \$15.00 addressed. #4

**WOMEN MAKE JEWELRY, FLOWERS**, Sew and buy supplies mail order, 81,000 Buyers. Many hobby interests. \$15.00 addressed. #75

**Write for Additional Information or Free Mailing List Booklet**

**O. H. Roskam, Advertising**  
 1430 Grand - Kansas City 4, Mo. - Ho 1-4469

**SHORT NOTES**  
 CONTINUED

sored by Advertising Federation of America 5th District in Canton, Ohio. The competition was held in conjunction with AFA's 5th District Convention on April 5, 6 and 7. Five of the Swink awards were First Place honors in the categories of Consumer Direct Mail, Dealer Booklets & Sales Presentations, and Consumer Magazine. The contest, representing advertising produced in Ohio, Indiana, Kentucky and W. Virginia, was judged by the Detroit Advertiser Club.



**AUTOMATIC TYPING CO.**, one of the largest lettershop operations in Columbus, Ohio, was sold last month to Akin Letter Bureau, 35 E. Gay St., same city. ATC was formerly part of General Office Equipment Co., whose main business has always been office furniture and adding machines. John P. Dorsey, Jr. reports that the ATC lettershop operation was an outgrowth of the fact that General Office Equipment sells Robotyper machines for automatic typing. But, says John, the lettershop "baby" got growing too fast, to a point where "the tail was wagging the dog." . . . thus the recent sale to Akin. Mrs. Nellie Smith, who directed the Automatic Typing business for GOE, will move over to Akin and continue her capable services there. Akin also offers a full line of mimeographing, multigraphing and other lettershop services.



**THE MATCH INDUSTRY INFORMATION BUREAU** has just published a detailed brochure outlining different techniques for match book advertising. Shows how match books can be used effectively in direct mail, premium, P.O.P., dealer give-away and other types of advertising programs. Titled *The Best-Read Book In America*, the brochure also lists a dozen "copy lines" which have proved successful for advertisers. While we think the title is much too cute (might be misunderstood as a popularity comparison to the Bible, etc.) the brochure's ideas and information are well worth reading. You can get a copy by writing to MIIB at 500 5th Ave., New York 36, N. Y.

**A NOTE TO SECRETARIES:** Ah Transport Assn. of America can't tell you how to become as famous in the royalty department as the former Grace Kelly . . . but they do have a neat little folder telling *How To Be Postal Queen of Your Office*. It gives you plenty of mailing ideas and information which your boss expects you to know (and maybe he could use the information, too). ATAA will send you a free copy if you drop them a note at 1107 16th St. N. W., Washington 6, D. C.



**THIS 1895 SAMPLE BOOK OF OLD HAMPSHIRE BOND** has proved the lasting qualities of paper made entirely from rags . . . says Byron Weston Co. of Dalton, Mass. The well-thumbed sampler was recently discovered in the files of F. A. Bassette Co., Springfield, Mass., printing firm. Produced over



60 years ago, the book was designed and printed by Will Bradley of The Wayside Press (which was succeeded in 1898 by Bassette). Elaborate use of hand lettering and ornamental design stood up well on the wide range of white and colored stock. Old Hampshire Bond, one of the oldest brands of 100% rag bond paper, is still one of the most popular items in the Weston line.



**COMPLIMENTARY LETTERS PAY OFF:** Richard P. Cody of Local Loan Co.'s Advertising Dept. (105 W. Madison St., Chicago 2, Ill.) reports a capsule case history which shows it pays to send complimentary letters. Back in 1940, when a west coast borrower made his final payment to one of Local's Los Angeles offices, the office manager sent

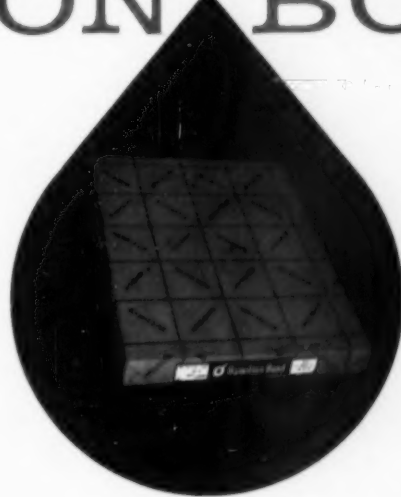
(Continued on Page 50)

*your work is as good as your bond...and*



# HAMILTON BOND

*brings out the best in your work*



You'll find every characteristic of a top-grade bond in every sheet of Hamilton Bond. It's genuinely watermarked, pre-humidified and surface sized, moisture-proof wrapped. It prints well. The smooth, even surface simplifies makeready and assures sharp, clear copies. You get the same fine results time after time, because Hamilton Bond is always uniform in quality. It takes typewriter, pencil and ink impressions beautifully, erases easily, stands up to heavy use. Available in a brilliant white and 10 practical colors, Hamilton Bond is sure to give you satisfaction in all ways... always!

**HAMILTON PAPERS** W. C. Hamilton & Sons, Miquon, Pa.  
Offices in New York, Chicago, Los Angeles

# THE ENCYCLOPÆDIA 1768



**Reporter's Note:** You'll find *The Encyclopædia Britannica Story* different from the usual case histories and articles published in *The Reporter*. While basically a case history, its difference is that instead of describing a single direct mail campaign or effort, this feature makes a deeper, more significant penetration . . . into the overall marketing development and growth of what often has been considered the world's foremost direct-to-consumer sales organization. From a local enterprising idea in 1768 to an internationally respected institution in 1956, here's how the world's greatest seller of information, education and culture has been influenced and developed . . . through the selling power of mail.

By tracing some of the major sales events in the colorful life of an important, 188 year-old trade name, this history shows why and how the name has reached tremendously high pinnacles of greatness, admiration and respect. We think the long and consistent maturing of *Encyclopædia Britannica* sales philosophy and policies should give every direct mail and mail order practitioner new inspiration and conviction . . . to produce higher-level, better-quality direct mail.

We are greatly indebted to *Encyclopædia Britannica* public relations director James Colvin who supplied historical background for this story from a company history he wrote several years ago. A note of thanks also goes to many others in the EB organization who helped make this feature possible . . . particularly director of mail order sales, George Collins. You'll find that his recent "Mail Order Success Of The Year" makes a fitting climax for *The Encyclopædia Britannica Story*.

**T**HIS IS THE STORY of an institution . . . a multi-million dollar sales institution built by one of the first and most influential of all trade names. Although the name has been a household word for 188 years, it is still far from easy to either define or describe . . . for it still means many different things to many different people:

To some housewives, for example, it means nothing more than their emphatic "No!" . . . bluntly issued to a determined salesman. To thousands of other women, however, it means a "must" part of their budget . . . for the mental development

of their families as well as the decor of their living rooms. To writers and artists, it often means a convenient "awipe file" of data and pictures . . . to fill a paragraph with authority, or project accuracy into a drawing. To students, educators, historians, researchers, businessmen and countless others, it means a useful working tool . . . offering a world of knowledge at their fingertips.

But universally, the trade name identifies a prodigious product which simply means . . . information, education and culture.

This is that product's story. A story of how the massive direct-to-

## A Special Feature . . .

consumer institution it built has been influenced and developed . . . through the selling power of mail.

This is the story of *Encyclopædia Britannica*.

The *Britannica* story begins in the year 1768 . . . a time when intellectual and literary accomplishments marked the day. Besides many others . . . ink on the world's very first novel was still drying; and acclaim for Dr. Johnson's popular dictionary still filled the air.

In Edinburgh, Scotland (then the world-center of literary and intellectual development), three alert printers saw the lucrative business possibilities of an era stimulated by educational ethos. Creating a title not too far afield from some of the fancier-named book clubs of today, the trio formed a distinguished-sounding *Society of Gentlemen In Scotland*. With an executive roster of three, the Society's only endeavor was to crash the book-buying market with a unique "first dictionary of the arts and sciences" . . . an *Encyclopædia Britannica*.

The three gentlemen printers were far more enterprising than intellectual. One was Colin Macfarquhar, credited as being the sales agent and



# A BRITANNICA STORY 1956



by Dudley Lufkin,  
Reporter Field Editor

real "brains behind the *Britannica*". In his background as a printer, he also had two fat fines to his credit: one for printing a Bible without authority, another for swiping some copy from *Lord Chesterfield's Letters to His Son*.

The second printer was Andrew Bell, the only one of the three who actually realized a profit from the first *Britannica*. Prior to joining the *Society of Gentlemen*, his earlier profit came from engraving crests on dog collars. But the true craftsmanship and quality of engravings Bell produced for the first *Britannica* could hardly be matched today.

The third partner was William Smellie, who was more suited to the publishing role than his two contemporaries. He was a member of the Royal and other select societies, author of *The Philosophy of Natural History* . . . and received a good unsolicited testimonial from his close friend, Robert Burns. In *Extempore*, the famous poet described Smellie as having "a head for thought profound and clear, unmatched."

Sold by subscription in advance of publication, the first two numbers of the *Britannica* made their debut in December, 1768. Price was 6d each, or 8d for the deluxe number

"on fine paper". With a substantial advance sale, the publishers planned to complete the edition in 100 weekly numbers.

The Society was probably faced with an unforeseen renewal problem in their 100-number planning . . . because it was actually three years and three volumes later before the first edition was completed, with a total of 2,760 pages. A good deal of the first edition's 3,000,000 words (illustrated with 160 of Bell's superlative copperplate engravings) were written or edited by Smellie. But most of them were "borrowed" in toto from the works of Voltaire,

Priestly, Hume, Franklin and other best-sellers of the day.

Because of their importance as reference works, later-day *Britannicas* by necessity matured into shining examples of literary accuracy. But the first edition was sprinkled with "shining examples" that were anything but accurate. One bit of philosophy, for example, was undoubtedly written for hinterland and suburban businessmen who had no desire to become the richest in the graveyard. It described the bustling city of Amsterdam as a place where "people apply themselves with the utmost diligence to heap up wealth, not with a



THREE EDINBURGH PRINTERS FORMED "THE SOCIETY OF GENTLEMEN IN SCOTLAND"



WASHINGTON SOLD BOOK SUBSCRIPTIONS AND PROMOTED THE PRINTING TRADE

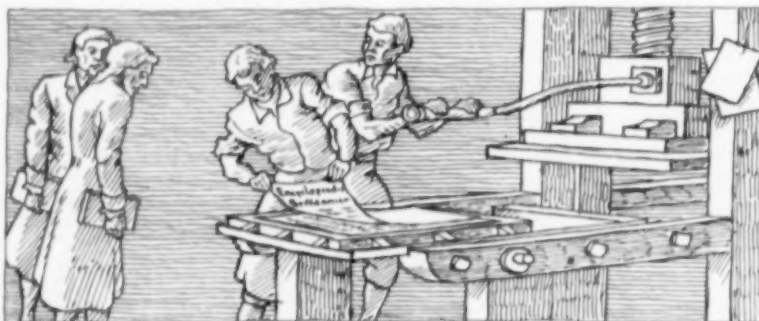
view to enjoy it, but to have the pleasure of dying rich."

Macfarquhar, Bell and Smellie probably didn't realize it in 1768, but their "dictionary of the arts and sciences" itself was destined not only to heap up wealth . . . but also to spread education and knowledge from New Amsterdam to California, and all over the world. Little did they realize that the *Britannica* would blossom in America, where people applying the utmost diligence to its sale ever since have enjoyed both wealth . . . and the pleasure of keeping *Encyclopaedia Britannica* very much alive.

While direct mail, publishing and the entire graphic arts industry pay tribute to Benjamin Franklin, perhaps they should also give an industry salute to George Washington . . . for his efforts in promoting the early-American printing trade. He was not only Father of His Country as we know him, but also a successful book seller and writer of convincing "sales" letters.

Washington was a book lover. Early in his career, he canvassed Alexandria, Virginia, where he sold some 200 subscriptions to a work titled *The American Savage: How He May Be Tamed by The Weapons of Civilization*. Then several years later, when one of the first American *Britannicas* was being copied by a Philadelphia printer, Washington bought one. He was so impressed by it that he wrote an informal "sales" letter to Alexander Hamilton . . . urging the statesman to buy a set for himself. The main sales point of Washington's letter to Hamilton was that any purchases of the *Encyclopaedia* would "encourage the printing trade in the United States."

Convinced by Washington's Chamber-of-Commerce-type copy, Hamilton bought a set . . . giving the *Britannica* a blue-chip endorsement which helped touch off a considerable consumer demand. American printers soon became so "encouraged" that they turned out and sold more bogus *Britannicas* during the 19th Century than did the original publishers in Scotland. Mass dissemination of knowledge, even by literary piracy, was deemed more important than any literary rights of authors and publishers (who had no legal protection) . . . so total sales



BOGUS BRITANNICA SALES CREATED AN EARLY AMERICAN PRINTING BONANZA

of imitation *Britannicas* soon reached hundreds of thousands, creating an American printing bonanza. And it was during this period, too, that perhaps the "digest" form of publishing got its start in America. While the good name and material of the *Encyclopaedia* was up for grabs, one sales-minded pirate blue-penciled two-thirds of it . . . then sold the remainder as a strictly "Americanized" *Britannica*. His "digest" sold 100,000 sets.

But as it is today, selling subscriptions in the 1800's was still a highly speculative, risky business . . . even

for well-known literary figures. After acquiring the original title and producing the *Britannica's* sixth edition, the British firm of Archibold Constable & Company ended in dismal financial failure . . . a subscription sales sinking which left Sir Walter Scott treading financial water with a personal debt of 300,000 pounds. It took *Ivanhoe's* famous creator and *Britannica* investor years to pay off.

Meanwhile, however, the *Britannica* was kept alive when another British publisher, A. & C. Black Company, picked up the title in Constable's wake . . . then produced the seventh, eighth and ninth editions.

Back in America, printers were enjoying a field day selling unauthorized reprints. But just as suddenly as the bogus *Britannica* bonanza started, it ended abruptly in 1891 . . . with passage of the International Copyright Law. Even so, while Black sold only 9,000 sets of the ninth edition in England, Charles Scribners Sons, an authorized and franchised publisher in America, sold 45,000. The mass appeal generated by the many imitations may have paved the way; but Scribners' sales of legitimate volumes clearly showed that the big market for the *Encyclopaedia* was not the British Isles, but America . . . where it was soon to

get its first big push via mail order.

But the British market was not dead; it just lacked the sales stimulus of a mass marketing campaign. To prove it, in 1897 American booksellers James and George Clarke, Horace Hooper and Walter Jackson developed a mail order plan . . . to boost *Britannica* sales in England. Their mail order marketing strategy was: a) Reduce the price (from 25 to 14 pounds); b) Offer time payments (a year to pay) and c) *Advertise* . . . with a hard-hitting campaign hyped by substantial ads in the *London Times*.

After getting Black to print an initial run of 5,000 sets, the mail order operators arranged a drop-shipment deal with the *Times*, whereby the influential newspaper would accept and handle the orders.

Although styled for 1897 readership, the *Times* ads had the qualifications of a livewire, modern-day mail order offer. They told prospects that the product was "the last word", that it was "endorsed by His Majesty himself", that it "held a place of highest repute among scholars at Cambridge", that it "represented the life work of many of the world's greatest authorities and an outlay of

But the magic of the *Times* ads also pulled coupons from people all over the world who *did* understand that what they were buying was "books". From Japan to Johannesburg, orders poured in by the tens of thousands in a single season . . . creating a world-wide mail order success.

On the strength of their mail order success, Hooper and Jackson bought the complete rights, plates and manuscripts from A & C Black Company . . . and the *Britannica* became a strictly American business.

The year was 1901. Public demand was pressing for a new edition in

the merger plan. So the *Encyclopaedia* remained in the commercial business stable . . . and on April 27, 1927, once again mail order took over its publishing and sales reins. At a price topping Rosenwald's million offer by \$64,000, Encyclopaedia Britannica, Inc. was purchased lock, stock and barrel by a booming business known as Sears, Roebuck & Company.

The Daddy of mail order firms immediately pumped an additional two million dollars into the development of their new, choice item. Then, with 200 staffers busy in New York and London offices, they turned out the most extensive, 14th (and last numbered) edition of the *Britannica*. Stimulated by Sears' big distribution, sales skyrocketed . . . and the *Encyclopaedia Britannica* rode high on a new wave of popularity.

Although Sears, Roebuck widened the *Britannica's* scope and gave it a new impetus by mail, those closest to the project (including 3,500 contributing authorities) realized that the *Britannica's* long-range success really depended upon its being regarded as an educational undertaking . . . rather than a high-g geared commercial enterprise.

It was with this realization that a young man's dynamic influence changed the *Encyclopaedia's* ownership once again. More significant than paradoxical to its overall future success was the fact that the young man himself was a crackerjack commercial salesman and an amazing advertising man . . . who vowed to make a million dollars by the time he was 35.

He was William Benton . . . who made good on this vow as partner with Chester Bowles in the Benton & Bowles agency. Reaching a Madison Avenue-made million before he



ONE OF THE FIRST CLASSIC COMMENTS FROM A MAIL ORDER CUSTOMER

thousands of pounds". In fact, the offer was so romantically descriptive, it produced what was probably one of the first classic comments from a disappointed customer ever recorded in the annals of mail order.

As told by *Britannica* editor Walter Yust, it seems that in the back-country of Australia (where reading matter was scarce, indeed) an Aussie named Hen Smith read all the superlatives in the *London Times* ad . . . and was immediately "sold". Smith quickly filled out the coupon, mailed it off to London . . . then waited with eager anticipation for the fabulous product which the ad told him was strictly "for educated people". It would, he thought, surely change his entire life; make him a brand new man. Months later, when the big postal promise finally arrived, Smith was more than filled with excitement. He was on the threshold of a whole new existence as he opened the large package rapidly . . . but carefully. Like a child on Christmas morning, his excitement mounted with each careful tear of the wrapping. Then, at long last, when Smith got his first look at the precious purchase . . .

"Ahh, hell . . . BOOKS!"

the United States. The firm had all intentions of filling it; but at the same time, they wanted to broaden the educational scope of the *Encyclopaedia*. To do it, they came up with the idea of melding the *Britannica* title with the University of Chicago, which would act as publisher and advisor. Their idea was fostered by philanthropist Julius Rosenwald, who offered to donate a million dollars if Chicago University would accept the proposal.

But the University trustees thought Chicago U. shouldn't get involved in either a publishing or sales venture . . . so they turned thumbs down on



STIMULATED BY SEARS' BIG DISTRIBUTION . . . SALES SKYROCKETED





BENTON DRESSED THE AURA OF INTELLECTUAL GRAY MATTER IN A GRAY FLANNEL SUIT

reached middle age, Benton then vowed to devote himself to public service. He started by joining former Yale classmate Robert M. Hutchins at the University of Chicago . . . where Hutchins was chancellor, and Benton became his vice-president.

To Chicago Benton brought his outstanding advertising and sales abilities . . . which he immediately put to work for the mutual benefit of the university, the *Britannica* and himself. He was responsible for discreetly dressing the *Britannica's* aura of intellectual gray matter in a complementary gray flannel suit . . . which not only returned the *Encyclopaedia* to its rightful educational orbit, but also promoted it from merely a "set of books" to an institution.

Benton's influence on the *Britannica* began one day when he called on Sears, Roebuck's president, the well-known Gen. Robert E. Wood.

"Do you think it appropriate,"

Benton asked the General simply, "that a mail order house should own the *Britannica*? Why don't you give it to the university?"

Whether the General thought it



. . . AND THE BRITANNICA RETURNED TO ITS RIGHTFUL EDUCATIONAL ORBIT

appropriate or not, Benton's mixture of Madison Avenue account solicitation techniques and Chicago University scholarly solitude was so convincing that within a few hours

Sears, Roebuck was, indeed, ready to give up their prized mail order property. But Benton found his "sale" only half complete with the General's consent, because the university trustees once again balked at the idea of *Britannica* ownership. To complete the transaction, Benton not only promised the trustees he would take personal supervision of the *Britannica*, but he proved it . . . by putting up a large sum of his own money which bound him to the top management role.

Today, the university views the move as one of its greatest since their original Rockefeller endowments . . . for the majority of *Britannica* profits go directly into Chicago University's operating funds. And as *Britannica's* chairman of the board, the move has also been profitable to Benton. In addition to the monetary return, it fulfills part of

his public service vow . . . the rest of which has been amply filled by Benton's former outstanding service as distinguished Senator from Connecticut and Asst. Secretary of State.



## Audio-Visual's Largest Direct Mail Promotion

Under Benton's leadership and direction, Encyclopaedia Britannica as an institution has made its most impressive forward strides in promoting information, education and culture . . . by mail. It was through his personal interest and effort, for example, that in 1931 Encyclopaedia

Britannica Films, Inc. was established . . . to pioneer the development of audio-visual instruction.

Today, as the largest producer-distributor of classroom teaching films, the company backs up their unending parade of educational productions with powerful promotion.

In fact, Encyclopaedia Britannica Films, Inc. recently celebrated its 25th Anniversary by launching the largest direct mail effort ever attempted in the field.

In most school systems, an audio-visual director is usually in charge of film and film strip procurement. And more often than not, individual teachers simply aren't aware of all the films available within their specialization. Much like the industrial manufacturer's approach to engineers, architects, etc., the problem has been to get teachers familiar with the products . . . get them to "specify".

"The practice in the past," explains Encyclopaedia Britannica Films president Maurice Mitchell, "has



been to print relatively few catalogs, at a relatively high unit price, in hopes that the books would be passed from teacher to teacher. But after twenty five years, audio-visual education has come of age to the point where this limited dissemination of details about new titles (solely to a-v directors, superintendents, principals) was no longer adequate.

To make the promotion dissemination more than "adequate", Mitchell and his promotion chief Robert Danielson designed and produced a brand new, full-color rotogravure catalog. Its 40 Sunday supplement-type pages contained listing, description and illustrations of more than 1,000 motion pictures and film strips available from EB Films. Front pages were devoted to an excellent explanation of the company,

its film producers, directors and technicians . . . and how they combine their talents and world-wide operations to bring "The world into the classroom".

Recently mailed to 1,000,000 teachers throughout the country, the catalog is doing a gigantic job of stimulating more interest in audio-visual teaching . . . by getting teachers to specify subjects and titles that can help them most in their lesson plans. As a result, the already massive distribution of EB Films is steadily increasing throughout the nation's school systems. And the catalog might well lead to complete classroom coverage . . . because according to president Mitchell: "Instead of husbanding a limited number, the company is prepared to send them to literally any teacher in the world who requests one." Teachers can



write to Mr. Mitchell (shown above) at Encyclopaedia Britannica Films, 150 Willmette Ave., Willmette, Ill.



## Direct Mail Eliminates Foot-In-The-Door Approach

While most Britannica book business is still done through a vast network of personal sales representatives, district and area managers . . . the company has long since learned to use direct mail as a pre-selective as well as polite and courteous door-opener.

Gone is the fast-talking door-to-door canvasser whose cold-turkey doorbell punching is a ringing annoyance to most housewives. Now, working in direct support of a highly-refined district and area managerial organization, the Britannica Sales Promotion Department calls in the mailbox first . . . to find only *qualified* and *interested* prospects. Direct mail inquiries become invitations to Britannica's hand-picked, courteous representatives to call . . . to bring to the prospect's home an intelligent sales approach that is completely devoid of "working my way through college" or other glib spiels of yesterday.

William H. Houghton, recently promoted from mail order manager to sales promotion manager, is now responsible for turning out the continuous flow of well-planned direct mail . . . designed to get inquiries for the *Encyclopaedia*, *Encyclopaedia Junior*, *Britannica World Language Dictionary*, *Britannica World Atlas* and several other special publications. Many direct mail methods are used. A few years ago, before the simplified addressing (Patron Mail) postal regulation was killed, Britannica used it effectively to give local representatives blanket coverage in specific areas. Today, packaged campaigns of attractive addressed mailing pieces (similar to dealer programs) are designed for district and area managers . . . who use local lists.

No matter what format or mailing method is used, Britannica direct mail is top grade . . . offering recipients something tangible in return

for their reading time. A recent self-mailer, for example, was sparked with full color photos and enthusiastic copy . . . to hang home the benefits of obtaining all 24 volumes of the *Encyclopaedia* through EB's new convenient Book-A-Month Payment Plan. But the real feature of this quality piece was its built-in reply card . . . which offered a free preview booklet containing 32 pages and scores of pictures (many in full color) that would take readers on an *Armchair Journey 'Round The World*.

Offers like this one are doing a king-size job of finding and securing inquiries for EB representatives . . .





## HERE'S HOW YOU CAN KEEP YOUR COPIES OF THE REPORTER AS A LASTING LIBRARY

How often have you wanted to look up that Short Note or article you read in *The Reporter* months ago . . . only to find your copy of that issue has been misplaced or lost? Or maybe you're looking for ideas for that upcoming campaign, and want to review all *Reporter* issues during the past year. Can't find that April issue? . . .

Then why not keep *all your issues of The Reporter*, month-by-month, in this attractive bookshelf sleeve binder. It turns loose copies of the magazine into a *lasting direct mail library*.

Beautifully finished in red imitation leather . . . gold stamped by volume number. Price is only \$2.50 for one, 3 for \$7.00 or 6 for \$13.00. Makes a handsome addition to any office . . . so order yours today.

Reporter of Direct Mail Advertising  
224 7th Street  
Garden City, New York

☐ Please send \_\_\_\_\_ bookshelf sleeve(s) for my back copies of *The Reporter* as indicated:  
... sleeves each for year(s) circled \_\_\_\_\_ 1953, 1954, 1955, 1956. Understand price is \$2.50 for 1, \$7.00 for 3, \$13 for 6. Check enclosed.

☐ Please send \_\_\_\_\_ \$8.50 set(s) of *The Reporter* for 1955, with sleeve. Check enclosed.

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ State \_\_\_\_\_

### SPECIAL SECOND OFFER (Limited To First 19 Orders)

For past year, we've set aside copies each month to supply complete back-copy sets of *The Reporter* by year. Now have 19 complete sets of January-December, 1955 . . . available at regular subscription price: \$6.00, plus new, attractive sleeve (\$2.50) or package price of \$8.50. An impressive gift for anyone **you think** would appreciate some expert advice and counsel in selling.



who in turn are doing an outstanding high-level selling job because they are calling on people who have already expressed a real interest in the proposition, and want to be sold. Direct mail has long ago put an end to foot-in-the-door high pressure.

## Mail Order Builds The Largest-Selling Annual

Back in 1934, the company introduced *Britannica Book of the Year*, a yearly million-word supplement designed to keep *Britannica* set owners abreast of world developments. At the same time, they gave birth to a small-back-room Mail Order Division to handle its sales.

Since then, both the *Year Book* and Mail Order Division have grown to the point where the book is now the largest-selling annual in the English language . . . and the division is now a mammoth book club type of operation with thousands of customers. Under Bill Houghton's direction in recent years, the Mail Order Division has developed into an important sales facet for not only the *Year Book*, but for the gamut of other Britannica publications as well.

Now filling Houghton's recently-vacated chair as mail order manager is a young man named George Collins . . . who became mail order chief just six short months after he joined the EB organization last March. Houghton told us that the quick promotion was the direct result of a sensational job 29 year-old Collins did on his first major effort for Britannica . . . a challenging special direct mail project which might have been impossible for a lesser man. We knew about the good job Collins did a few years ago when he was sales promotion manager of *Popular Mechanics* Book Publishing Division . . . but Chicago ad man Leo P. Bott, Jr. (who does some copy work for Britannica) tipped us off that George Collins would be "too modest to write you about his fine results" for Britannica.

Leo Bott was right . . . so we had to corral Collins during one of his trips to New York, to get the complete story of what we believe might well be . . .



## For want of a nail the battle was lost...

Remember? For want of a nail, all was lost. The shoe, the horse, the rider and the battle . . .

Also remember: for want of a *thought*, the battle of direct mail may be lost. For want of *what* thought?

Why, the thought of enclosing your vital direct mail message in appealing envelopes that prompt your prospect to say, "This looks interesting!"

Now *that's* the kind of custom designed envelopes that are available from Cupples-Hesse Corporation, at no more cost than ordinary, run-of-the-mill envelopes.

The only extra element is the thought of using just the *right* envelope for super-effective delivery of direct mail.



Write wire or phone us for samples of our spectacular Emboss-A-Tone envelopes that can help build your sales.

### CUPPLES-HESSE CORPORATION

4175 N. Kingshighway, St. Louis 15, Mo.

### CUPPLES-HESSE CORP. of Michigan

3635 Michigan Ave., Detroit 16, Mich.

### CUPPLES-HESSE CORP. of Iowa

1485 Keo, Des Moines 15, Ia.

## JUST OFF THE PRESS!

### DUNHILL'S 1956 MAILING LIST CATALOG

FREE to Users of Direct Mail



Use this LIST CATALOG to locate your potential prospects . . . over 3,000 different mailing lists conveniently arranged for easy selection . . . covers all industries, all professions, all sections of the country, plus a huge mail order section, listing hundreds of tested money-making lists of actual mail order buyers of merchandise, services and publications.

Write on Business Letterhead for FREE Copy

## DUNHILL

INTERNATIONAL LIST CO., INC.

565 Fifth Avenue, New York — Plaza 3-0833  
55 E. Washington Street, Chicago — Dearborn 2-0880





Neatly spotted between descriptions was "ask for the order" copy . . . calculated to get nothing more than inquiries.

The inquiries would then receive a colorful folder reprinted from the *Saturday Review of Literature* and a three-page personalized letter which would tell the complete details of *Great Books of the Western World*. Inquiries would also be followed up with more diligence than that applied by "the people of Amsterdam" in the first Britannica's description.

The first letter was planned for a test list of 80,000 names . . . made up from segments of different rented lists ranging from *Omnibook* Subscribers to Smithsonian Series Book Buyers. It was a good cross section.

With kick-off support from an ad in *The New York Times Book Review* and *Saturday Review of Literature*, (but bucking heavy Christmas competition) . . . the 80,000 initial letters went into the mail on November 1st, 1955.

There was no immediate stampede to the mailbox; but within a few months the curtain-rising mail order test had produced a total of 7,700 inquiries asking for the folder . . . which was mailed to them immediately. Following the folder, inquiries were then sent three periodic letters . . . each primed to get the eventual order.

Meanwhile, Collins started developing leads for the test field sales divisions, by pinpointing . . . with letters beamed to 10,000 doctors, 5,000 lawyers, 10,000 junior executives and other specific groups in Los Angeles and Chicago. Although processed with "Dear Sir" salutations, the letter copy itself had a "personal interest" for each individual group . . . as shown in the sample pages reproduced at the right.

Measured by any staid "2% return" theories, the immediate mail-bag response to these pinpointed letters would hardly be called "sensational". The letter to doctors, for example, brought back only 3.3% inquiries; returns from the lawyer letter only reached a total of 3%, etc. But . . . considering the high-calibre product and its high-calibre price, these percentages offered more than enough inquiries for a realistic sales test in the field.

When sales representatives in Los Angeles and Chicago called on letter-responding doctors, lawyers, junior executives and others, they found

## Letter To Doctors:

## Great Books of the Western World

Published by ENCICLOPEDIA BRITANNICA in collaboration with THE UNIVERSITY OF CHICAGO



875 NORTH MICHIGAN AVENUE, CHICAGO 10, ILLINOIS

Dear Sir:

Have you ever been accused of having a "one track" mind?

Do others think your only interests are . . .

Hypertension	Morphine
Conjunctivitis	Sitotonia
Hemorrhoids	Scarlatina

In this age of increasing specialization, all of us have a tendency to limit our thinking to narrow specialized fields. Our conversation becomes stilted . . . our ideas more confining and less frequent.

Undoubtedly, in your college days, you had the opportunity to make the acquaintance of such men as Plato, Aristotle, Milton, Locke, Rousseau, Leibniz, Schopenhauer, and others. And, perhaps you can remember how the extraordinary brilliance of these men and their scholarly ideas stimulated you to greater mental activity . . . broadened your conversation . . . added to your knowledge and understanding . . . gave you an insight into the knowledge and culture that have ripened and unfolded with the passing centuries . . . and opened exciting new vistas of thought.

Let's just suppose for a moment that it was possible to gather together the outstanding scholars of our present day, and that they could select the writings of the 75 outstanding minds of all time — the writings of the men who have given us our glorious cultural heritage . . . whose ideas, theories and statements are so constantly stimulating and thought provoking today as they were hundreds, or even thousands of years ago.

And, let's suppose, too, that these writings which have been the foundation of our legal, moral and medical codes . . . in fact, the very essence of our way of life . . . could be classified on the basis of 108 Great Ideas.

But there's no longer any need to suppose — for that is exactly what has been done. Under the auspices of the University of Chicago and Encyclopaedia Britannica — and at an expenditure of millions of dollars and 500,000 man-hours — the GREAT BOOKS OF THE WESTERN WORLD and the revolutionary new SYNTOPICON have been published.

Here, in 54 distinctively designed volumes is the tremendous knowledge and culture of the Western World . . . the glorious heritage of the wisdom of thirty centuries. Here, in the writings of the foremost scholars of all time, are their thoughts and statements on Ethics, Philosophy, Law and Peace, Religion, Theology, Science, Medicine — in short 108 Great Ideas.

over . . . please

## Great Books of the Western World

Published by ENCICLOPEDIA BRITANNICA in collaboration with THE UNIVERSITY OF CHICAGO



875 NORTH MICHIGAN AVENUE, CHICAGO 10, ILLINOIS

Dear Sir:

Recently one of the nation's leading business magazines conducted an extensive survey to determine the qualifications companies looked for when they hired new or prospective executives. The results were startling!

Almost without exception, these companies stressed the vital necessity for an executive to have a liberal education.

And it's true! Today's big jobs no longer go to those with narrow specializations. For today's top-notch executives deal constantly with ideas and must think creatively . . . spark new ideas . . . and evaluate the ideas of others.

The modern executive needs a broad cultural background, enabling him to make decisions based on intelligent thinking. He must express thoughts and ideas with clarity and impact. Then he entertains, he has to be capable of speaking with ease on a wide variety of subjects.

You can well imagine then, how valuable it would be to have — right at your fingertips — the opinions, sayings and ideas of the world's greatest minds on almost every conceivable subject . . . a tremendous, unlimited treasure house of knowledge that you could use in your everyday business life to . . .

- ✓ assist you in creating new ideas
- ✓ aid you in evaluating the ideas of others
- ✓ enable you to analyze and solve vexing problems
- ✓ express your thoughts and ideas succinctly and dramatically
- ✓ improve your conversational ability

And now — after eight years of preparation and at an expenditure of millions of dollars — the GREAT BOOKS OF THE WESTERN WORLD and the revolutionary new SYNTOPICON have been published.

Here, in 54 distinctively designed volumes, is the tremendous treasure of Western Culture since the days of Homer and the Bible . . . civilization's greatest minds and their most brilliant ideas and statements . . . available for your instant personal use.

Here are the men whose theories and statements are so valuable and stimulating today as they were hundreds, or even thousands of years ago — the glorious and exciting heritage of the wisdom of thirty centuries.

over . . . please

## Letter To Junior Executives:



**neenah  
says...**

what good is a good idea...

**if nobody  
looks**

To make people look favorably on the ideas in your correspondence, use a fine rag bond by Neenah for your business letterheads. It's a fact—the feel and appearance of the paper often tells the reader of the letter more than the words.



Want help in recognizing the right letterhead for your company? Then ask your printer for a free copy of "The Right Letterhead for You."

**neenah paper company**  
neenah, wisconsin



a solid group of honestly interested prospects who were eager to get the complete *Great Books* story. The representatives also found that these direct mail leads produced as high as *one sale out of every four calls* . . . conclusive proof that the direct mail-field sales test was successful.

In the meantime, the three concentrated letter follow-ups were being sent to the 7,700 prospective mail order buyers who had replied to the original 80,000 mailing. By the end of December, the first follow-up brought in 350 direct-by-mail

#### Great Books Order Certificate

*(Please attach this copy to the postage-free reply mailing)*

##### GREAT BOOKS OF THE WESTERN WORLD

A Division of ENCyclopædia BRITANNICA

425 North Michigan Avenue

Chicago 10, Illinois

##### Location:

This certificate entitles you to receive PRIVATE LIBRARY EDITION of the GREAT BOOKS OF THE WESTERN WORLD including the encyclopaedia and 20 VOLUMES, at average cost and convenient 6 months \$10.00 rate and will pay \$10.00 a month for the next twenty-four months until the total price of \$240.00 is paid. It entitles you to additional 10% cash price reduction of \$24.00 under the original Britannica's Edition price of \$264.00.

##### Signature:

PLEASE PRINT Name

Address

City

☐ **SEND OVER MORE:** If you wish, you may order more than one set of the \$10.00 in payment to full rate and will receive 10% discount on the balance of the purchase price. Please check the box to the left if you desire price full payment of \$240.00 with this order.

#### Confidential Information

*(Please Fill In Completely)*

This information is strictly confidential. It is used for statistical purposes only to help us determine these people's best appreciation of the GREAT BOOKS and the ENCyclopædia.

How long at present address

Your age Occupation *(If not student, please indicate occupation)*

Approximate Monthly Income \$

Employer's Name

Note: Orders accepted only from persons residing within the limits of the Continental United States. This offer is for persons who are not in receipt of a substantial gift or payment from the PRIVATE LIBRARY EDITION of GREAT BOOKS OF THE WESTERN WORLD.

THE UNIQUENESS OF GB'S CREDIT STRUCTURE IS

orders. And, the second and third follow-ups mailed during January swelled the total mail orders to *well over 600* (as of the end of March)! All of these 600-plus national orders came from people who never actually saw a set of *Great Books* before buying. They were from people who were sold *entirely by direct mail*.

Needless to say, in view of these promising test results, Britannica's top management is thinking seriously about pulling all stops on *Great Books* mailings. When they do, it will require a third *Great Books* printing . . . because at this writing (mid-

One of the most satisfying and encouraging of all results in this campaign is the fact that most orders for *Great Books* have not come from highbrows or long-hair intellectuals. The large and encouraging number of buyers have been small businessmen, junior executives, moderately successful professionals and others in the \$5,000 to \$7,500 income group. They are average, middle-income people with many diversified interests . . . who were convinced by mail that \$298 was a worthwhile investment to broaden their mental outlook.

© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 101–107

GREAT BOOKS OF THE WESTERN WORLD  
A Division of Fawcett, Collier and Macmillan  
New York, London, Toronto  
Chicago, N.Y. 10017

These results indicate that the volume of private security services in the United States is growing, and that the industry is becoming more professionalized. The industry is also becoming more competitive, with a growing number of firms entering the market. This is likely to lead to a more efficient and effective security industry in the future.

Signature \_\_\_\_\_  
DATE: \_\_\_\_\_

[illegible]

The 14-column PCBs are 120 mm x 90 mm x 10 mm.

THE 14-volume PRIVATE EIGHTH CENTURY JOURNAL OF DR. J. H. COLEMAN, published by the University of Toronto Press, will be shipped in two parcels prepaid. The first three volumes and one from the 17th, 18th, and 19th of the series, will be shipped by air mail to the end of the month of June. The balance will add approximately to the shipping and insurance cost of the first three volumes. The first three volumes will be shipped by air mail to the end of the month of June. The balance will add approximately to the shipping and insurance cost of the first three volumes. The first three volumes will be shipped by air mail to the end of the month of June. The balance will add approximately to the shipping and insurance cost of the first three volumes.

By R. S. Poyner

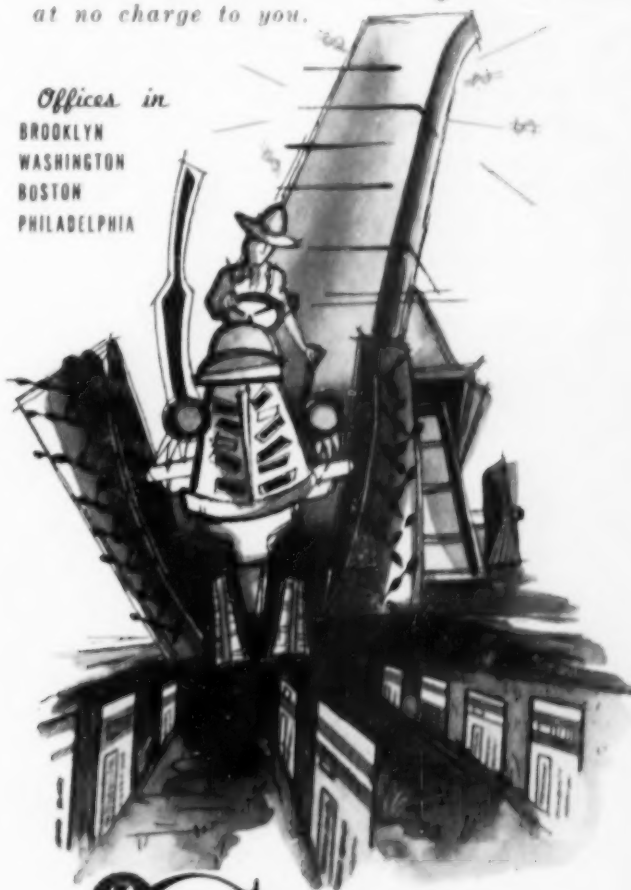
Getting such \$298 orders by mail isn't easy . . . But George Collins and his determined EB division have proved to the mail order world that it can be done. They did it by using more of a well-planned direct mail approach that was complete with intelligent, convincing follow-ups . . . rather than slam-bang, "Act Now!", one-shot mail order hysteria.

Their efforts are a logical and realistic answer to any skeptic who says: "I can't sell my product or service by mail . . . it's too expensive for mail order."

*Let our art department assist you in the planning and designing of an envelope that will best suit your needs. This is one of our many services at no charge to you.*

looking  
for  
greener  
sales  
fields ??

*Offices in*  
BROOKLYN  
WASHINGTON  
BOSTON  
PHILADELPHIA



**C**upples  
*envelope co., inc.*

360 Furman Street • Brooklyn 1, New York

TR 5-6285, 6, 7, 8, 9



Naturally, there are very few mail order products per se with a price range that would make such a continuing effort profitable. But even so, it would behoove any mail order seller who still frowns on open-end accounts to take a close look at *Great Books' Monthly Payment Plan*.

To be sure, there are companies selling by mail who extend larger amounts of credit than the *Great Books' \$293* financing. Spiegel of Chicago is one . . . offering up to \$1,000 worth of catalog merchandise on time through their easy-payment Budget Power Plan. But the uniqueness of *Great Books' credit structure* is its simplicity . . . and complete faith in the customer. Not only does the offer make it easy to order, but it also says in effect: "Certainly we trust you. A check through Dun & Bradstreet or the F.B.I. won't be necessary."

The simple Order Certificate shown on pages 26-27 was one of the most impressive elements included in the follow up mailings. Designed as an attractive four-page

folder, the certificate was in duplicate . . . one copy to be kept by the customer. With a conservative and friendly appearance, which didn't scare an already in-debt prospect to death, it stated the easy purchase agreement as simply and candidly as possible: "I enclose \$10 now and will pay \$12 a month for the next 24 months until the total price of \$293 is paid." Period. If the customer wanted to make payment in full (20% did), the price was simply reduced to \$233.

Unlike most lengthy credit applications, the *Great Books* certificate contained no detailed questioning, no requests for six bank or insurance references, no probing about the affairs of the prospect's spouse or relatives . . . and no "protective" clause stipulations in small type.

The six simple questions the certificate did want answered were explained to the customer as though the information was wanted more for checking list results than credit soundness. A small box on the form labeled "Confidential Information" made it clear that the information was wanted "Solely for statistical purposes — to help us determine those people most appreciative of *Great*

*Books and The Syntopicon.*" The questions were: *How long at present address? . . . Own or rent? . . . Your age? . . . Occupation? . . . Approximate Monthly Income? . . . Employer's Name? . . . Period.*

The customer's copy of the certificate was also imprinted with a large 15-day Money-Back Guarantee signed by *Great Books* vice-president R. A. Conger. "If you don't believe," it stated, "that they (*Great Books and The Syntopicon*) will add immeasurably to the educational and cultural enjoyment of your family, simply drop us a note. You will receive return postage and shipping instructions. Your deposit or payment will be immediately refunded."

Obviously, *Great Books and The Syntopicon* have "added immeasurably" . . . for credit losses to date have been nil, and returns under the guarantee almost negligible. One reason might be that beyond the guarantee's "educational and cultural enjoyment" there is a definite tangible return that can be obtained from a *Great Books* investment. This return is being understood more than ever by young people in this \$5,000 to \$7,500 income group . . . and it points out . . . ➔



# Automobile Owners

REGISTRATIONS BY  
YEAR • MAKE • MODEL

**New Car Buyers**  
**New Truck Buyers**  
**Truck Owners**

TEMPLETON 2-8430-1-2

**ALLISON MAILING LISTS CORP**

806 Lexington Ave.  
New York 21, N. Y.

SEND FOR BROCHURE "R"  
COMPILERS OF OVER 12,000 SPECIALIZED MAILING LISTS





## The Real Significance Of Great Books' Success

Encyclopaedia Britannica's Advertising and Marketing Influence: (left to right) George Collins, director of mail order sales; William Houghton, director of sales promotion; R. A. Conger, vice-president . . . and William Benton, publisher, and chairman of the board.

A sharp-penciled researcher might prove statistically that *Great Books* sales to these young people is not extraordinary . . . pointing to the fact that this \$5,000 to \$7,500 (after taxes) bracket is the country's largest income group, receiving more than 29% of the gross national income.

But aside from any study of income groups and their buying-power potentials, the real success of *Great Books* has a deeper significance . . . particularly in face of the new movement by business and industry toward more liberal education for young executives.

At a cost of \$12,000 per year and upward, many large firms are sending their strictly-technical trained young executives back to college . . . to give them added liberal arts training that will pay off later in greater executive-level thinking. The idea is to give these "specialists" a broader appreciation, particularly of the seven arts, that will enable them to understand people better, make better administrative decisions. Pioneered at the University of Pennsylvania's "Institute of Human Studies for Executives" by Bell Telephone Company of Pennsylvania, the idea is spreading rapidly.

This new wave of educational interest is by no means restricted to business and industrial executives. In cities, towns and hamlets all over the nation, more than 5,000,000 people from all walks of life are study-

ing in their spare time under the Adult Education program for educational self-improvement.

And regardless of what we hear about the perils of television as a degenerate of reading, the cold fact remains that people are reading more today than ever. In a year-end report for 1955, *Publishers' Weekly* showed that the book business is booming. Book sales all over the country have jumped from 5% to 35% . . . with some publishers showing as much as a 72% leap in sales over a year ago. These figures were not based on a few run-away best sellers, but for all kinds of books . . . from 25¢ paper backs to highly expensive sets such as *Great Books*.

So the real significance of *Great Books'* success is that a trend toward more educational self-improvement and more reading is being fostered, broadened and even upgraded . . . by mail. Here is case where a medium, often accused of being a low class vehicle for the sale of gadgets and gimmicks is being put to work to bring culture back to busy people who may have forgotten it. Here is a case where a medium, often accused of being concerned only with cash returns, is offering college-level education to people who may not have been able to afford it earlier. And here is a case where a medium, repeatedly branded "junk" by the gentlemen of the press, is spreading and helping to propagate the

very core of the Fourth Estate's existence: *information*.

The *Great Books* success may be an isolated one. But it does contain some good education in itself for all direct mail users — mail order or otherwise—who really want to upgrade their promotion efforts and reach more people with a better product or service.

Perhaps within it, too, lies the basic reason why Encyclopaedia Britannica, Inc. as an institution has been so successful in its effort to "sell" *information, education and culture*.

The entire Encyclopaedia Britannica Story might best be summed up in the words of another highly-respected and time-honored American book publisher . . . the late Frederick A. Stokes. It was in 1935, shortly after Encyclopaedia Britannica established its first real Mail Order Division, that Mr. Stokes told an audience of august American book publishers:

*"Good books, well chosen, fill the various needs of man. They are a solace in sorrow; they enhance joy; they are companions in loneliness; they point the way toward wisdom.*

*"The great, vital need for us all is to get more Americans looking Bookward."*

For more than 100 years Encyclopaedia Britannica has realized this need, and filled it . . . through the selling power of direct mail.



From Direct Mail Day In New York,  
Here's The Inside Story Of . . .

# THE **ESSO** DEALER

## DIRECT MAIL PROGRAM

by Paul H. Catharine, Sales Promotion  
Division, Esso Standard Oil Corp.

**W**E MAKE USE OF DIRECT MAIL so many valuable ways . . . that it's impossible for me to completely cover all of them here:

- We use it as a means of contacting dealers, to keep them informed and aware of new programs, new products and company policy.

- We use it to maintain contact with our sales force, particularly with a monthly publication we send to all our field people.

- We use it as a means of reaching Credit Card Customers—to keep them informed about new product developments, public relations messages, and other matters of interest.

- Esso uses direct mail to great advantage in contacting our industrial customers through *Oilways*, a monthly publication. This is a technical type of magazine which is mailed every month to users of petroleum products.

- Another good use we make of direct mail, is in our Domestic Heating Oil Program. Having salesmen make individual calls on customers in this group would naturally be expensive. We found direct mail to be the most economical way of doing a steady selling job.

In fact, practically every part of our promotional operation uses direct mail in one form, or another. It fits into Esso's over-all marketing plans in so many ways, we couldn't operate efficiently without it.

To cover all phases of such an extensive program here would be impossible. Therefore, I believe it will be more interesting for you to hear about one specific category of our direct mail operation in detail. This category is direct mail prepared for our service station dealers, to be sent

to their own customers, in their own neighborhoods, over their own individual business names . . . in order to influence their prospects to buy more Esso products and Esso Dealer services. Because it is sold to our dealers on a share-the-cost basis, it is part of our "Cooperative Program".

Now, as the title of my talk implies, I am now going to take you behind the scenes and tell you everything that helps make the Esso Direct Mail Program the continuing success it is. This, however, does not mean that I am going to reveal any formula which, by the mere mumbling of a few magic words, will mysteriously provide you with untold riches.

We don't believe in magic. We believe in doing whatever has to be done to achieve the right results. And we've found there's only one way to achieve the right results. And that's

through *hard work along applied lines!* I don't have to tell you what "hard work" is. You're all familiar with that. However, what I mean by "applied lines" is the most effective use of energy, *without waste.*

Through experience, we have evolved certain do's and don'ts which have saved us time, thought, and wasted effort. I call them the "*Perspiration Principles of Esso Direct Mail*".

These principles work for us, and might successfully serve as signposts for people with similar problems—to help them travel in the right direction so they can reach their destinations in the shortest possible time. These principles can make the "hard work" a lot easier. The "*Perspiration Principles*" we have arrived at through experience can be broken down into the following five categories beginning on the next page.

Paul H. Catharine . . .



**Reporter's Note:** One of the best speeches of Direct Mail Day In New York (March 13, Waldorf Astoria) was a dramatic presentation given by Paul H. Catharine, Sales Promotion Div., Esso Standard Oil Corp., 15 W. 51st St., New York 19, N. Y. Using a heavy of colorful slide illustrations and other visual tools, he took an enthusiastic audience step-by-step "behind the scenes" of Esso's cooperative dealer program. Created and produced in a combined effort by Esso's Sales Promotion staff and their agency, McCann-Erickson, the crackerjack program was a DMAA Best Direct Mail Contest winner last year. To condense the N. Y. Direct Mail Day presentation of it into print, we've had to edit out a lot of Mr. Catharine's detailed message. But the essence—and inspiration—of Esso's attitudes toward consumer-dealer direct mail will be found in this article. We hope you'll pay particular attention to Paul Catharine's five "*Perspiration Principles*".

#### PHILOSOPHY

**We believe direct mail is a major advertising medium, equal in importance to all other media.**

First, we have a firm direct mail philosophy. This can be summed up by saying, simply, that we believe direct mail is a major advertising medium . . . that it's equal to, and just as valuable a sales tool as television, radio, magazine, newspaper and outdoor advertising in stimulating the public's desire to purchase goods, or services. We believe that, in keeping with all advertising, direct mail is a combination of *salesmanship* plus *showmanship*.

*Showmanship* is essential to stop 'em and get 'em to lend us their eyes.

*Salesmanship* is required in order to reach their minds and their emotions—to build interest, instill conviction and stimulate action.

#### PLANNING

**Each of our complete campaigns is completed one full year in advance.**

Since we strongly believe that direct mail is a major advertising medium, it follows that we should believe it deserves similar, serious thought and planning well in advance of the time it is going to be used. At this moment, we are putting the finishing touches on our 1957 Direct Mail Program. This is almost a full year ahead of the date it is scheduled to be used!

What do we gain by this? Valuable time. Time to re-examine the pieces after they're created, to comb any possible bugs out of them. Time to let our art, production and printing people do the best possible job. Time to properly present the program to our sales organization.

We believe *planning* is to direct mail what the *laboratory* is to the research scientist.

#### CREATION

**We believe that interest must be won, and to win it, salesmanship is always preceded by showmanship!**

This principle has two parts:  
*The first deals with readership. We strongly believe in providing enter-*

Some cats look  
a lot alike...

just as all white papers look white at first sight. But there are cats and cats and there are shades and shades of white. The keen direct mail planner intent on high percent results, counts on the brisk white of Fraser Papers to dramatize his designing and put his sales story over in a flash. He specifies Snowland Bond or Fra-opaque.



## FRASER PAPER, LIMITED

Mills: MADAWASKA, MAINE

Sales Offices: NEW YORK, CHICAGO



5,500 square miles of scientifically controlled Fraser forests provide quality raw material for papers today and tomorrow.

tainment, or interest, before we try to sell anyone anything. We believe that along with all commercial messages the public is expected to pay attention to, and remember, it demands to be entertained, amused, given something for nothing.

#### Resistance To Paying Attention

We believe that users of direct mail are a little like the city man who asked a Missouri farmer how to manage a mule. "Kind and gentle," said the mule-tamer. The city man did as he'd been told, but the mule refused to budge. So he came back. This time the farmer went with him, and picking up a club, belted the mule over the skull. "Like this," said the farmer. "But you said, 'kind and gentle'" the city man protested. "I did," said the mule-tamer. "But you gotta attract his attention first!"

I don't mean to imply that prospects are mules . . . but we all have a certain stubborn resistance to paying attention, unless we feel the subject is to our benefit. Wise users of other media know this rule, and don't break it.

When a businessman buys a television program, he accepts as a

matter of course that he has to provide entertainment which costs thousands, and even hundreds of thousands, of dollars. In return, what does this entitle him to? A few minutes to deliver a sales message about the merits of his product.

When a reader buys a magazine, or a newspaper, his main interest, and principal reason for buying it is the editorial matter the periodical contains.

We believe we're up against the very same problem of winning a prospect's interest when we try to reach him with direct mail advertising. When a postman calls at a house, he doesn't ring the bell twice, then wait for the right moment to say, "Mr. Smith, I represent the Esso Standard Oil Company, and I'd like to talk to you a little while about getting your car in shape for summer driving." Your postman is simply a silent messenger. Yet some direct mail I've seen looks like the person paying for it thought the mailman was his personal emissary who would warm up the prospect with a joke, or a friendly inquiry about his health, or the state of his business.

No, direct mail is personal selling on a more economical basis. But it's

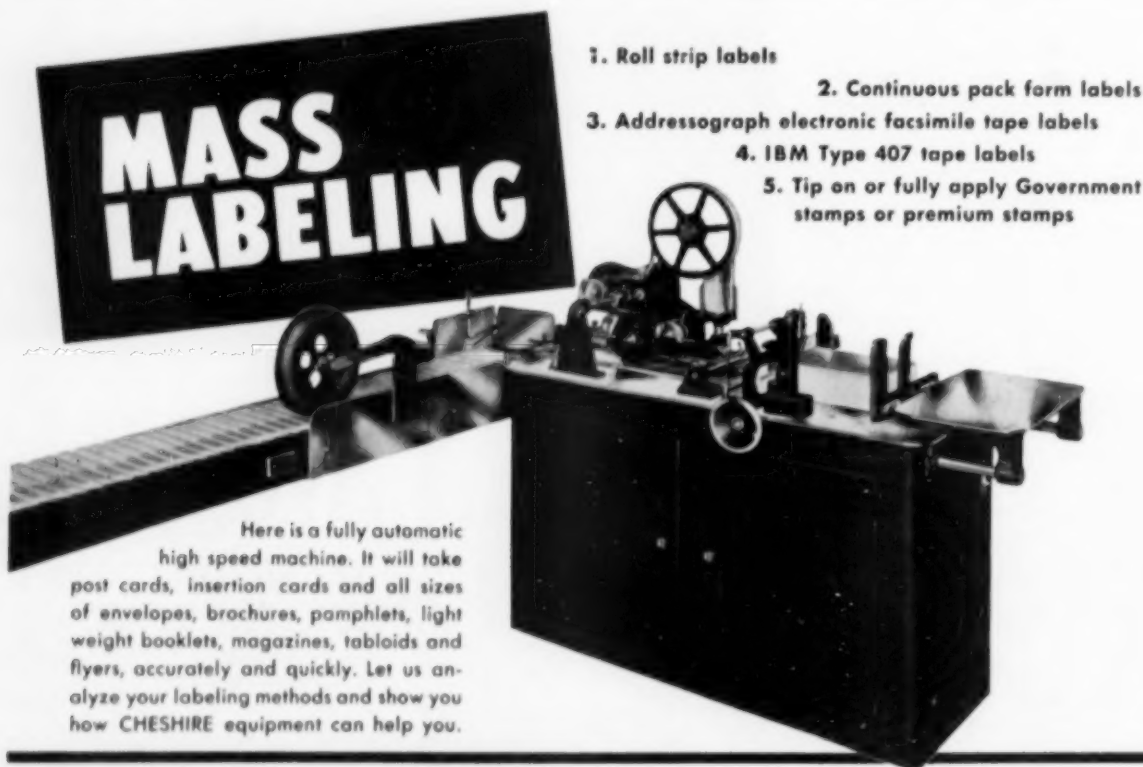
up to the advertiser to put the personality into it!

All our mailing pieces must be as attention-getting, novel or humorous as we can possibly make them. They must be anything, and everything, that will induce a person to, first, open the mailing piece; then read it; next use it; tell others about it; keep it around the house as long as possible, and, finally, act upon it.

For example, as part of one of our mailings, we sent out a photo album. The idea, of course, was to tie-in with summer vacations when people take lots of snapshots. This mailing was sent out in July. In spite of the fact that most vacations are planned in May or June, we decided to include a card offering our free Esso Touring Service. We sent out 750,000 cards, and even with the summer in full swing, and the fact that we'd covered the subject in two previous mailings, we received 35,000 requests for the service.

#### One Out of Two Remember Football Handbook

We enjoy similar success with our Football Handbook. This mailing piece was first used by us 8 years ago, and the welcome it received was



Here is a fully automatic high speed machine. It will take post cards, insertion cards and all sizes of envelopes, brochures, pamphlets, light weight booklets, magazines, tabloids and flyers, accurately and quickly. Let us analyze your labeling methods and show you how CHESHIRE equipment can help you.

1. Roll strip labels
2. Continuous pack form labels
3. Addressograph electronic facsimile tape labels
4. IBM Type 407 tape labels
5. Tip on or fully apply Government stamps or premium stamps

**CHESHIRE MAILING MACHINES, INC.** 1644 N. HONORE ST. • CHICAGO 22, ILLINOIS



so enthusiastic, that we have had to keep bringing it back each year. Not only do our dealers mail the Handbook out . . . but their customers keep coming in and asking for extra copies for their friends. So they order extra amounts as give-aways. A survey made several months after the piece had been sent out showed us that one out of every two recipients remembered that this Handbook mailing piece came from an Esso Dealer!

#### Nothing Takes The Place Of Hard-Selling Copy

So far, I've been talking about attracting attention through interesting devices. This does not mean we go overboard on the readership device. We don't make the mistake of expecting it to do the entire job. After we've won the prospect's attention, nothing takes the place of honest-to-goodness, hard-selling copy. You'll find it in every one of our direct mail pieces. But we attempt to combine the two factors, whenever possible. What we strive for is *interest* . . . in terms of the particular product, or service, we are trying to promote at the particular time.

The second part of our creative principle deals with budget. We believe that *creative talent* comes before *cost*. Many companies go about the creation of direct mail material with *cost* as the primary consideration. But we believe it comes second. I don't mean to say that we don't have to work within a budget . . . but during the creative state, we forget about budgets for the moment.

We've found that if we ask a creative person to give us an idea that costs no more than 5 cents, or 8 cents, his imagination will go dead. Imagination doesn't work well in a strait-jacket. The most important consideration at this early stage is the creation of direct mail of sufficient ingenuity to win maximum interest. All material must be created with great imagination.

#### Starting With A 100 Good Ideas

At Esso we create an entire year's campaign at one time. A year's campaign consists of 10 monthly mailings, not counting an 11th—which is a Christmas card. The method we use, in order to arrive at these 10 pieces, is to start with close to 100 good ideas—ideas that we know at a glance range in price from a little to a lot. Then, with what

*letters look better on*

**brighter,  
whiter**

**WESTON  
BOND**

Write for Sample Book,  
Address Dept. DM

Unhappy with your letterhead? Just ask your printer to run the next lot on brighter, whiter WESTON BOND. Typing goes faster, letters look neater, more impressive on this economical rag content paper made better by Weston. Available in colors and matching envelopes.

**BYRON WESTON COMPANY  
DALTON, MASSACHUSETTS**

Makers of Fine Papers for Business Records Since 1863

**We're  
Proposing  
to you!**

**Would you like  
to go steady  
with us?**

We promise faithfully to:  
**LOVE** your envelope orders  
**HONOR** your deadlines  
**OBEY** your instructions

**ENVELOPES  
ENVELOPES  
ENVELOPES**

150,000,000 of 'em always in stock . . . every size, style and grade . . . hooklet, clasp, open end, glassine, order form, jumbo . . . hand-folding, die cutting, specialty and then some! Imprinting department. Lowest prices consistent with top quality.

For free samples, quotations, information

**Call  
ST 4-5200**

**DIPLOMAT ENVELOPE CORP.**  
DEPT. DM 23-23 BORDEN AVENUE  
LONG ISLAND CITY 1, NEW YORK

#### Do You Use *List Logic*?

The most important single factor in a direct mail campaign.

Every recommendation we make to you is based on our

#### Register of Mailing List Sources

Over 65,000 lists . . . Over 4,000 list sources 8 years of recording list performance . . . Fast, reliable, inexpensive . . .

We give you UNBIASED recommendations. We do not rent, broker or compile lists. Our recommendations are tailor-made to your needs.

#### LIST FINDERS

119 Ann Street, Hartford, Conn.

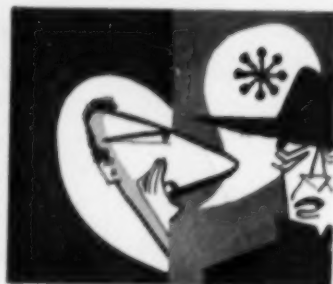
An advisory service to give individual list consultation to small and medium-sized firms.

**FREE SAMPLES**

**CLIP BOOK OF LINE ART**  
**CLIP BOOK OF TONE ART**  
**CLIP BOOK OF LETTERING**

**HURRY!** Get generous free samples of these famous tone and money-saving art aids. Wonderful for effect. Just clip and paste. Ready for instant use. Surprisingly inexpensive. Write on your letterhead.

**HARRY VOLN JR. ART STUDIO**  
Plainsville 24, New Jersey



## Psst! Get an AdverKit!

Plan colorful campaigns from an idea-packed portfolio of over 100 direct mail samples.

Create action-getting, best-of-industry mailing pieces from a new selection of Jumbo Cards, Flash Bulletins, Cartoon Letterheads, Eye-Stopper Envelopes, and Gimmick Mailings.

All AdverKit items created and pre-printed by American Mail Advertising. Your sales message easily added using any office duplicator.

Mail \$2.00 for your AdverKit—refundable on first order.

### AMERICAN MAIL ADVERTISING INCORPORATED

610 Newbury Street, Boston 15, Mass.  
Tel. Commonwealth 6-7140

## PHOTO-ENGRAVERS

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality Black & White, Benday or Color Process printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR  
FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,  
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

### HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.  
Murray Hill 9-8585  
Branch Off.: Newark, N. J., Allentown, Pa.

we call a "peaks and valleys" system, we boil these 100 ideas down to 10. And by "peaks and valleys," I mean price, not quality. For, in order to include items in our program that are expensive, we've got to balance them off with other less-costly (but at least - clever) ideas.

An example of a "peak" piece was one we mailed during a period when there was a great deal of talk in our industry about "gummy" oil. It was a fairly important problem, which also concerned our competitors.

We gave our dealers a direct mail piece which included a package of Beechnut Chewing Gum. The selling copy emphasized that there was "nothing gummy about our oil." And, in addition to saying what we wanted to say quickly, visually and vividly, the device gave each prospect a 5c item . . . so our "commercial" would reach a warmed-up, friendly audience.

A good example of our "valley" pieces was one which consisted of an ordinary small-size sheet of paper, twice-folded. But the inside made use of an old interest-getter:



"Look at the illustration while you're squinting", the copy said, "and you'll find a large head of an Esso Dealer hidden in the picture!" It's the sort of thing both youngsters and grown-ups like . . . possibly because we never completely outgrow our childhood delight with games and toys.

Around March, or April, our dealers are interested in reminding car owners that this is the time for a Spring check-up and change-over. They want their customers to drive in to have radiators drained of anti-freeze, dirty, winter crankcase oil changed to clean and generally get their cars in shape for warm weather driving.

Last year, we reminded people it was time for the Spring change-over, with a successful "peak" piece . . . Easter Egg Coloring Kits. "Entertainment" consisted of an assortment of small sheets of paper impregnated with pure food colors that dissolved in water, and a supply of decals to



decorate the tinted eggs further. The selling copy tied-in by telling the reader that the coloring kit will "help make his Easter brighter" . . . and also tells him that "now is the time to make his warm weather driving brighter, by coming in for a pre-Easter Spring check-up and change-over."

To say that this piece was well-received, is putting it mildly. In fact, we're using it again as part of this year's program.

In June people are thinking about vacations . . . wondering where to go, and how to get there the best and most interesting way. Our dealers, on the other hand, are thinking about all the money they can make from pre-trip check-ups. This is also the time to offer our free Esso Touring Service, which is good business.

Do we just ask customers to come in for a pre-trip check-up? We do not! We give them some assistance, and advice, with an accurate map of the United States . . . showing historic, as well as other routes. It's something free. It's something they can use. It's something they appreciate. It's something they keep . . . until vacation time is over, anyway.

That's quite a bit longer than a single television, or radio commercial works for an advertiser . . . or newspapers and weekly magazines. "Plan to go the right way", says this "peak" mailing. "And the 'right' way is to use Esso dealers' maps, his pre-trip check-up, and the Esso Touring Service."

I could go on for hours . . . but I believe you've got the idea. Let me



just say this, before we move on our fourth "Perspiration Principle": *We use almost anything that has attention and retention value.*

We've used magic sponges, band aids, flower seeds, stamp albums, and dozens of other people-pleasers . . . doing our best, in each case, to tie-in with a season of the year, or a holiday, and some product or service our dealers were trying to sell. Pop-ups, broadsides, trick folds, unusual letters, gadgets, gimmicks and giveaways. You name it. If it looks like it might get people's attention, and is in good taste . . . we'll consider using it.

Principle No. 4:

#### RESEARCH

**We make use of experience and educated opinion to check the accuracy and maintain the effectiveness of our direct mail.**

We insist upon accurate information about how our direct mail is doing . . . and how we can make it better. Esso puts research to work in many ways. We ask dealers how successful certain pieces were the previous year. Later on, men in the field question larger numbers of dealers. This often gives us valuable and accurate information we could get in no other way. Based upon what our men report from the field, we arrive at certain conclusions which help us plan our program for the following year.

We also keep careful tab on which pieces are most effective, and most liked by our dealers' customers. In this way (as we do with our dealers) we use the information for guidance in our future selections. These consumer surveys supply us with general information about direct mail . . . such as the fact that 7 out of 10 people throw our direct mail away after once having skimmed through it, rather than leave it around for others in the family to see. This means we *must strive for retention value in our pieces.* We also learn if a piece really turns out to be as good as we thought it would.

We sent out a mailing piece just ahead of Halloween, featuring a mask which could be worn by children. We learned it was read by 56% of the people we asked. And, that 8 out of 10 of those who remembered reading it, were able to identify it as coming from a certain Esso Dealer!

## PREMIER AUTO-FOLDER

**pays for itself in ONE mailing!**

Fully automatic compact Folder makes 7 most-used folds; up to 7,200 pieces per hour! Easy to operate, makes instant changes! Rugged Steel construction, handsome Silver Grey and chrome trim. Saves time, money, desk space



### LOWEST PRICED FULLY AUTOMATIC FOLDING MACHINE MADE!

Hand Operated \$89.95, Power Driven \$129.95

Dealers: Some territories still available on exclusive franchise. Write today.

**MARTIN-YALE, INC.**

2100 West Fulton Street, Chicago 12, Illinois



#### WRITE FOR FREE PORTFOLIO

of samples of booklets, folders, letterheads and similar pieces which I have written and designed, by mail, for firms in all parts of the country from Maine to California.

**RAYMOND LUFKIN**

Advertising Plans, Copy and Design direct to your desk, by mail, from my studio at home. 124 West Clinton Avenue, Tenafly, New Jersey

#### FRIENDLY PROSPECTS BUY QUICKER

Get on "first name" terms with your list by using the Let's Have Better Motives Association monthly direct mail. Copyright license exclusive by type of business and sales territory. Write for details.

**GYMER-2125 E. 9th St., Cleveland 15.**

We process advertising and sales letters Multigraph-Mimeograph-Offset . . . assemble and mail them with your enclosures.

22 W. Madison St.  
*Lettercraft* FRanklin 2-8734

### DISCOVER New Selling Tools

third annual

## NATIONAL SALES AIDS SHOW

**JUNE 11, 12, 13, 1956**

atop the AIR-CONDITIONED

**STATLER HOTEL**

NEW YORK CITY

9,400 Sales Promotion, Merchandising, and Advertising Executives attended last year! Request Guest Tickets or Exhibit Information on company letterhead.

Thomas B. Noble, Chairman

**ADVERTISING TRADES INSTITUTE, INC.**  
270 Park Avenue, New York 17  
Murray Hill 8-0091

•ATI Directory of Major Buyers in New York area now lists 7,287 executives.  
•5th ADVERTISING ESSENTIALS SHOW, Nov. 19-21, 1956 also at Statler Hotel.



Past experience, which is an important form of research, taught us a number of other valuable lessons. For instance, years ago, we used to use each piece as an omnibus to sell all our products and services at one time. We learned that we get better results when we use one mailing piece to deliver one impression. Through experience, we also learned the value of integrating our direct mail messages into our overall advertising plans . . . to coordinate them with our consumer advertising for maximum impact.

An accurate mailing list is one of the most important features of a successful direct mail program. And here, I admit, we have our problems. What we try to do, is get hold of complete customer lists compiled by our dealers, because these lists are almost 100% accurate. What an enterprising Esso Dealer does, every time a customer comes in for an oil change, a grease job, or repairs, is make out a receipted bill, and add the names on the carbons of these bills to his active list.

We suggest that all our dealers do this. However, our dealers are independent businessmen, and not always as advertising and promotion-

minded as they might be. Often, they're just too busy to take time out to prepare their own lists. In these cases, we buy lists of registered automobile owners in the dealer's area.

Principle No. 5:

#### SELLING

**We think our direct mail is a product—to be attractively packaged as a product and aggressively sold as a product.**

We believe that our direct mail program is just like any other product that's offered for sale, and must be sold the exact same way. It must be sold to management . . . not as a separate item . . . not as something brought in at the last minute like the tail of the dog . . . but as an important and integrated part of the overall marketing program, planned from the very inception. In the complete advertising-promotion package presented to management, direct mail has the stature of a major medium . . . along with newspapers, radio, TV and outdoor.

It must also be sold to our salesmen . . . to arouse their enthusiasm. This means making sure that our

salesmen thoroughly understand, and agree with, our philosophy about the importance of the direct mail program. In addition, prizes are offered to those who fill their quotas.

It must also be sold to the dealers . . . as an attractive package. Like the manufacturer of any successful product, we believe in giving the package eye-appeal. This may seem like an obvious point, yet many users of direct mail—who should be most aware of this factor—often fail to wrap individual pieces together into a handsome package. They forget that the same rules apply to selling the program to dealers, as apply to selling products or services to consumers. Every year, we create a complete portfolio which enables our salesmen to demonstrate and sell his direct mail program . . . with pride.

The Esso Direct Mail Program is hard, but rewarding work. We get consumer attention and action we could get in no other way. We get dealer enthusiasm and cooperation . . . because they appreciate the way direct mail pinpoints and promotes their service stations. And, by doing a better job for our dealers, we do a better job of bringing a satisfactory return for Esso's investment. ●



Spee-D-Ada  
says:

Here are **3** smart ways  
to speed up your mailings...use  
**Dennison Addressing Labels**



**1. IN SHEETS.** Most versatile kind of addressing label. Typewriter size sheets for typing and duplicating. Type 33 labels with one insertion in typewriter. Make carbons for multiple mailings. Lint-free; pod-free. 33 labels,  $2\frac{1}{16}$ " x  $1\frac{1}{8}$ ", per sheet.



**2. IN CARBON SETS.** Quick, clean, easy for typing multiple mailings. Four sheets of couponed label paper collated with one-time carbons. Labels stay lined up until snapped apart. 33 labels,  $2\frac{1}{16}$ " x  $1\frac{1}{8}$ ", per sheet; 132 to set.



**3. IN ROLLS.** Quickest, easiest for one-time mailings. Labels come in continuous strip for convenient typing and attaching. 1000 labels,  $3\frac{1}{8}$ " x  $1\frac{1}{8}$ ".

All with Dennison  
special formula gumming  
for tight adhesion

At your stationer's  
or write for the name  
of your nearest dealer.

**Dennison**  
FRAMINGHAM, MASSACHUSETTS



# Seven Deadly Direct Mail Mistakes

Several years ago I wrote an ad which appeared on a page in the Daily New York Times. The headline was: "Seven Deadly Advertising Mistakes". We offered the identical material in booklet form free, and received about 3000 requests asking for nearly 5000 copies!

Most of the requests came from people in the advertising business—either with advertisers, agencies, or direct mail concerns. But hundreds came from editors, salesmen, sales managers, students, Chambers of Commerce, teachers, industrial concerns and others not even remotely connected with advertising.

I was amazed at the interest there was in better advertising. But even more astonished at the comments made by people who read the ad or the booklet. Here is what some of them were kind enough to say:

"The advertising profession needs a few lessons like yours today."

"... the finest thing of its kind that we have ever run into."

"... one of the finest copy lessons read in 35 years in the advertising profession."

"It is a masterful page and I am still studying the subject."

"A forceful case for carefully planned advertising. Congratulations!"

"The message seems so sensible and down to earth that I should like to save it for future reference."

"I have never seen a subject so well covered in any publication. My congratulations to you for a most effective bit of writing."

"... a very pointed primer on copy preparation."

"Seven Deadly Advertising Mistakes" is now temporarily out of print. However, I am preparing a similar booklet entitled "Seven Deadly Direct Mail Mistakes" which I will be glad to send to anyone interested as soon as it is ready.

While it may seem that a booklet analyzing mistakes is a negative approach, in my opinion it is positive, for by avoiding mistakes we can only improve our efforts.

*If you are genuinely interested, mail the coupon.*

**MAXWELL SACKHEIM**

**Maxwell Sackheim & Co., Inc.**  
545 Madison Avenue, New York 22, N. Y.

Maxwell Sackheim & Co., Inc.  
545 Madison Ave., New York 22, N. Y.

Please send me, free, a copy of "Seven Deadly Direct Mail Mistakes" as soon as it is ready.

Name \_\_\_\_\_

Position \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_



—the last word in paper type for offset and electronic reproduction.

#### SETS EVERYTHING

Anyone can set headlines and body text for ads, printed pieces of all kinds.

#### QUICKER, EASIER

Presto Type comes on compact wooden type holders . . . aligns automatically to straight edge . . . tabs overlap allowing special spacing for special letter combinations . . . no spacing between letters required.

#### COSTS LESS

Complete fonts from \$2.25 to \$11.25

Has up to 62 different characters on a stick in pads of 50 each—3000 characters in all.



WRITE FOR CATALOG  
Showing  
130 Type Faces

### PRESTO PROCESS CO.

243 N. WATER STREET  
ROCHESTER, N. Y.

# Elliott ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

Is Your Direct Mail Based On A Sound Marketing Plan? . . .

## Sales Tools And Sales Strategy

By M. A. Pollen,  
Direct Mail Consultant



**Reporter's Note:** When the spirit moves him, our friend Maurice Pollen (direct mail consultant and teacher, 30 West 15th Street, New York City) takes over the typewriter and pounds out some sort of controversial message to *The Reporter*. The spirit usually moves him immediately after hearing some sophomoric expression of opinion at a meeting of The Hundred Million Club or other places where direct mail folks gather. Think you'll all enjoy (and profit by) the good sense in this blast.

**T**ODAY, every good ad man is plowing through a raft of market surveys and motivation studies . . . Yesterday he was a space peddler. Tomorrow he will call himself a marketing chief.

But the same growth in responsibility is only dimly visible among the top men in the direct mail field. Most of my friends are still very much preoccupied with the form rather than the substance or direction of a sales message . . . They are still obsessed with gimmicks, rather than with the basic strategy in personal communication.

For instance, the very latest gimmick has been widely publicized by *the Reader's Digest*. It is featured by 2 cellophane windows in a No. 10 envelope. The regular oval window reveals the address—and the other window to the left flashes a brief message printed on an enclosure . . . So here we have a unique mailing package. It is a real attention getter—and a legitimate sales tool.

Now when you open this package and read the message to the very end, you'll find that the *Reader's Digest* is resorting to the good old book club strategy; to wit: the burden is placed on the subscriber to cancel the "order" for books automatically sent to him each month . . . This "till forbid" method of selling books seems to work out very

nicely for the benefit of reader and publisher alike.

But I hardly think we can use the same strategy in selling shoes or scaling wax at a profit. Whereas, as a maker of shoes or a thousand other products you, too, can die-cut 2 holes in an envelope. You can use this very same gimmick, the very same selling tool that is now used by *Reader's Digest*.

The point I am trying to make is that any business man can copy the exact tool, the exact format for any mailing piece which is used by 69 of his competitors. And if he is foolish enough, he can even copy some of the wording of a "clever" message.

*But it's an entirely different matter to think up, or sweat out a PLAN OF MARKETING a product by mail or through regular channels . . . This plan may come to you in a moment of inspiration—or after an exhaustive study of your own sales problems.*

A few such novel plans come to mind readily: the gift plan used by Around-The-World-Shoppers Club . . . the credit plan used by the Diners' Club . . . the "test-your-skill" plan used by the Famous Artists School . . . the "Sewing Circle" club plan used for mailing new fabric swatches each month . . . All these marketing plans testify to this important fact; namely, that it is the sales strategy far more than the sales tools that brought phenomenal success to the companies that I just mentioned.

Now, it is true that even the smartest mail users will be lucky to hit upon a new selling strategy perhaps once in 2 years. So the very least we can do before we take pencil in hand—and before we dig holes

Is it priced to sell to a wide market?

Philip A. Sherman, advertising director of F. W. Dodge Corp., tells why direct mail is *Advertising's Obligation — Sales Management's Opportunity*. This inspiring Dodge case history demonstrates that *the best direct mail ideas can come right out of your own business*. You won't want to miss it.

DES MOINES 14, IOWA • 1912 Grand Avenue  
KANSAS CITY 8, MO. • 19th & Campbell Sts.  
FT. WORTH 12, TEXAS • 5900 East Wooddale

•SEE ADVERTISING ESSENTIALS SHOW,  
Nov. 19-21, 1956 also at Statler Hotel.

60 Thomas St., N. Y. 13

3744 N. Clark St. Chicago 13, Ill.  
Phone: EAstgate 7-6496

Please send me your mailing list recommendations FREE OF CHARGE.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

**WILLIAM MADDERN INC.**  
 215 FOURTH AVENUE • NEW YORK 3, N. Y.  
 PHONE: Spring 7-7460  
 CHARTER MEMBER: National Council of Mailing List Brokers

**SEND THIS COUPON!** It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

## Here's How YOU Benefit from AHREND Counseling Service in Sales Promotion and Direct Advertising

- ➔ GAIN FRESH, RESULTFUL APPROACHES
- ➔ ANALYZE YOUR SALES OBJECTIVES
- ➔ NO SALARY OVERHEAD FOR UNUSED TIME; NO "FRINGE" COSTS
- ➔ REASONABLE FEES
- ➔ SAVE TIME AND EFFORT

**AHREND  
ASSOCIATES, INC.**

254 WEST 54th STREET  
NEW YORK 19

CALL JUDSON 6-2547 OR WRITE TODAY TO...

## Greetings on our Tenth Anniversary

**VICTOR ADDRESSING CORP.**  
 SERVICES AND SUPPLIES  
 130 Flatbush Avenue  
 Brooklyn 17, New York  
 STerling 9-8003

Write for Free Catalog

## Over 1,000 Shop Owners Know

◆  
◆  
◆  
◆  
that, as an aid in the creation and production of direct mail, MASA International is invaluable.

Join these, 1,000 progressive commercial duplicators in promoting your industry.

A letter now will bring you a full description of membership services. . .

Write:

## MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway  
Detroit 35, Michigan

## POETRY OF THE MONTH

Our esteemed friend, Charlie Mills of O. M. Scott & Sons Co., Marysville, Ohio, recently questioned about 200 of his friends on the possible effectiveness of four proposed letters. In sending the result of voting (in which this reporter wasn't far wrong in majority opinions) he enclosed his latest poetical outburst.

Maybe (we are not entirely sure) it deserves a place in direct mail lore.

### THERE'S NOTHING YOU CAN'T GET BY MAIL

by "Oliver Wendell" Mills

There isn't a thing you can't get by mail,  
Be it clothing or oranges, a boat or a pail.  
You can fill out an order and put on a stamp,  
And soon have a yacht or a ticket to Banff.

You can order a tie or an up to date trailer,  
Or fit Junior out, like a sea-going sailor.  
You may sit down and send for a whole raft of stuff,  
From a course in ballet to a package of snuff.

There are places I'm told, where you order a wife,  
With qualifications guaranteed you for life.  
If you are ambitious to be a greater writer,  
It's as easy as ordering a cigarette lighter.

Just after you've put a few bucks in the coffers,  
Along comes a catalogue dripping with offers.  
A sad thing it is that you've bought some pneumatics  
Or signed Mabel up for a course in dramatics.

On long winter nights around the grate fire,  
Your thoughts turn to spring and its need to acquire.  
You choose seeds galore, every gadget that's sold,  
And never go out, where it's icy and cold.

There is no need disclaiming the virtue of stores,  
But suppose you don't have enough time from the chores.  
Perhaps you've become feeble and sort of frail,  
Remember, there's nothing you can't get by mail. ●



# "Reed-able Copy"

*A Monthly Clinic Conducted by Onville Reed*

I WAS INTERESTED in a letter I got from Basil L. Smith System, Photo Engravers of Philadelphia. What interested me most were the lead "HERE'S HOW YOU CAN SAVE UP TO 50% ON YOUR SMALLER-SIZED EDITORIAL ENGRAVINGS", and the close: "If you will return the enclosed card, we will rush complete prices, information, and further rate comparisons."

So I mailed the card. In a few days along came a reply. Here's how it went: "Many thanks for requesting more information about RAPID ETCH alloy." Sorry, you must have me mixed up with someone else. I didn't ask for information on an alloy, whatever that is. I wanted information on HOW TO SAVE UP TO 50% ON ENGRAVINGS.

Let's read further: "This metal is an outgrowth of the development of the powderless etching process. Research has finally solved the most knotty, etc., etc., etc." Wait a minute . . . I don't know what "powderless etching" is and I don't care what "research has finally solved." I want to know how you can save me 50% on my engravings. That's what you promised. Remember? That's why I returned the card. Your lead interested me because it offered a benefit. And here you are giving me a speech about alloys, powderless etching, research.

Think I'll take another look at that letter (If I weren't in the business of writing copy I wouldn't). Well, what do you know—here it is way down in the next to the last paragraph at the end of the long treatise which I am too busy and disinterested to wade through: "The winning combination of powderless etching and RAPID.ETCH alloy has enabled us to reduce prices for fine screen plates by ABOUT 30%."

Thirty percent? But your original letter said you'd show me how I can save up to 50%. Oh, I get it. "Up to" means anything from 1% to 50%, eh?

Warning to those who have read this far: Before you chortle too lustily at this example of direct mail copy, better look over your own. Are you sending out pontifical speeches, or are you sending out down-to-earth selling material? Are you offering what the buyer takes for granted is 50% reduction in price, then answering the inquiry with a meaningless offer of "about 30%?"

Getting the inquiry is only half the job. Making the sale is where you get your profit. Someone really sweat over this inquiry-getting letter. But the follow-up looks like a tossed-off job.

The wrath of Smith  
May come down on my head.  
But what I've just said  
Just had to be said.

## Prove It!

Let's talk about "benefits" you offer a prospect in the copy you write. We talk a lot about benefits in this column because it is a basic part of an effective letter.

When you write "Blah will make you prettier", that's a statement of a benefit. But you'd better be quick to follow that statement up with proof, such as "Mrs. J. J. of Sioux City, Iowa, after 3 applications of Blah, married a millionaire who was attracted to her because of her beauty."

Or, if you say "This Gizmo saves you money", better hurriedly prove it with, say, a testimonial that reads: "Mr. J. J. of Podunk, Missouri saved 4 million dollars the first year he put the Gizmo into operation in his plant." Stating a benefit is actually making a claim. Any such claim, to be effective, must be proven.

You can do it in many, many ways. If your claim is for superior design, you can quote trophies your product has won. Or mention the fact that it is used in a place obviously famous for good design. If you claim ruggedness or long wear,

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tested to deliver 98%  
readership in every  
mailing.

has the dignity of  
Tiffany's, the come-  
hither of Marilynne.

phone me collect, tell  
me all about what,  
when and who you  
want to sell . . . and  
you'll get a straight  
forward answer.

"Jess"  
**Liggett 4-7203**

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Forest Hills, New York

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### USERS:

Now you can print  
and PERFORATE  
at the same time,  
on 1200 & 1250  
Multiliths. Accurate, long-life COWAN  
PERFORATOR, used for many years on  
thousands of bigger presses, gives clean,  
sharp perforations. Perforate reply  
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at very modest investment. Slitting and  
scoring also possible with Cowan units.  
Ask us for full information.

COWAN PRESSROOM PRODUCTS, Inc.  
1631-M Cosmo Hollywood 28, Calif.

dramatize it by quoting a case history that demonstrates your product is rugged or wears for a long time. Another way to support a benefit or a claim is to quote expert evidence, or mention official recognition.

One of the best ways to back up any claim or benefit is a good, money-back guarantee. And I don't mean a mere statement of "Money back if not satisfied." Spell it out. Such as, "Use it, put it to every test, treat it rough. If it doesn't do everything we tell you it will do or you expect it to do, send it back and your money in full will be refunded instantly."

Stating an unsupportable benefit or one that you don't actually prove in your copy is worse than not stating a benefit at all.

#### Memory Is Short

We read somewhere about the "findings" of a group of psychologists concerning human memory. Now, we don't swallow these "findings" whole. But whether or not the figures are accurate, we all know that people do forget. These psychologists claimed that for any given impression received by the minds of 100 people, 25 forget the impression at the end of 24 hours, 50 have for-

gotten it by the end of the second day, and out of the original 100 only 15 remember anything about it 4 days later. According to these eminent scientists, practically every one of the entire 100 has forgotten it within 16 days.

Which is a long way of getting around to a letter sent out by *Fortune* magazine as a follow-up. This letter was really two letters. It contained excerpts from a letter mailed 10 days previously. Here's the copy:

Ref: Fortune's letter to you dated July 5, 1955 (excerpts enclosed)

Dear Sir:

If that *Fortune* letter of 10 days ago caught your attention but not—quite—your signature, here are some footnotes that I think justify our extra postage and your extra minute:

The first *Fortune* you'll receive if you order a subscription now (the August issue) will have an article called The Pricing Revolution which may well shake your ideas about what you ought to charge, or pay, for any product . . .

The letter continued to give the reader dope on special articles he'd find in the August issue, then made a subscription deal with the reader with a good closing paragraph:

The accompanying order form tells more about the book. *Fortune* itself tells best about *Fortune*. It can be a high-yield investment—and a below-the-market buy—if you mail your order today.

This is what I call "piling up" impressions in order to convince a buyer. We have no information about how this second letter pulled, but it set us wondering if a follow-up tying in with an original letter to a list wouldn't pull as well or better than what the English call a "one shot" mailing.

#### Good Humor—Poor Copy

One of the most important things a copywriter has to do is "Say exactly what he means." Which I haven't done in the foregoing sentence. Let's start over—Be sure what you write will be understood by the person to whom your copy is directed. If your prospects are printers you can write to them about reglet, ems, Bodoni, measure . . . and they'll understand exactly what you're writing about. If you were to use the same terms in a piece of

## SIMPLIFY ADDRESSING AND LIST HANDLING

### with SCRIPTOMATIC®

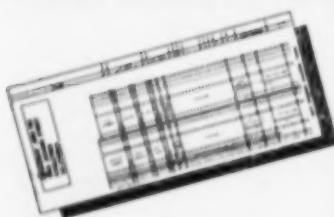
The Only System to Print Directly from Card Address Masters to Envelopes...Booklets...Mailing Tape

#### IF YOU HAVE LARGE LISTS:



*Scriptomatic Reduces Material and Labor Costs*—Paper address masters eliminate cost of metal plates or stencils . . . are typed quickly and easily with ordinary typewriter . . . on continuous forms if desired. Other forms, such as labels, can be prepared at the same time. Scriptomatic masters save filing space, too . . . require as little as 1/16 the space of regular stencils.

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*Scriptomatic Increases List Flexibility and Selectivity*—Any tabulating machine card can double as a Scriptomatic master. Scriptomatic tab card masters keep all pertinent data available on a single card . . . eliminate time and cost of maintaining duplicate lists. All the selective flexibility of any standard tab card is retained by Scriptomatic, using the card itself as the master for addressing any type of promotional material or mailing tape. **SCRIPTOMATIC ADDRESSING MACHINES NOW AVAILABLE WITH ELECTRONIC SENSING FOR MASTER SELECTIVITY WHILE ADDRESSING.**

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If addressing and list handling procedures present problems in your office—investigate Scriptomatic, now! Actual case studies of leading users prove Scriptomatic methods the simplest, fastest and most economical possible.

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300 North 17th Street, Philadelphia 7, Pa.

*Scriptomatic*

copy directed to, say, an engineer, he wouldn't understand you. Debentures mean something to the financial man. But you can't take a chance that duuggists, say, would understand debentures.

Much of today's humor is based on misinterpreting what is said. Such as the letter the woman who had lost her husband wrote to the insurance company with whom she had had a great deal of correspondence trying to collect the insurance. It read: "I've gone through so much and answered so many foolish questions for your insurance company, that I almost wish my husband hadn't died."

Another example: A Chinese gentleman had a toothache and phoned his dentist for an appointment. "2:30 all right?" asked the doctor. "Yes," replied the Chinese, "tooth hurt all right. What time I come?"

Here's another "he-didn't-say-what-he-meant" examples: "How far down do you want to sit?" asked the ticket man of a woman at the box office window. "Why, all the way, of course," she snapped.

Not making your meaning clearly understood makes funny jokes. But it's not so funny when it's supposed to convince readers, bring inquiries, or sell goods.

#### Back To Formula

In the ordinary course of my work I receive all kinds of requests for information from all kinds of people interested in direct mail and mail order advertising. Many of these inquirers are looking for information—some easy formula to help them prepare better and more productive copy. Most of these copywriters have trouble getting started. They want some easy way to prepare "openers" for their letters. Of course, there's no easy way; but the following, set down by Bob Stone several years ago (seems I'm always quoting that fellow), might serve as thought-starters for some of you:

● *The Promise opener:* — The safest and most reliable way to start a letter. "Talk benefits and the world will listen" is an old adage, but it's so true. When you promise greater wealth, health, prestige or protection, your reader will want to hear more. But, making a promise isn't enough. Your copy must back up your promise with a believable offer.

● *The News Opener:* When two friends meet, invariably one will ask "What's new?" This curiosity about new things and new events is a human trait. But, people are interested only in news which concerns them.

● *The Premium Offer:* If you have a special value to offer with your product, why not spotlight the special offer in your opener? Often by coming to the point quickly you achieve greater attention-value.

● *Invitation Opener:* To make your offer sound extra special, try the invitation format—"You are cordially invited to participate in this special offer . . ."

● *The Story Opener:* It's risky to start a letter with a "Once upon a time" opener. Often, if your story is appropriate and flows smoothly into your offer the results are amazing. Curiosity and teaser openers fall into this same category. They arouse interest by tempting the reader to find out what it's all about.

Use combinations of these different openers. You might link a promise to a news opener and get wonderful results. ●

**Editor's Note:** If you have copy ideas, theories or just plain beefs for The Clinic, write to Orville Reed at 106 N. State St., Howell, Mich.

Don't let a **ONE WAY** machine stall your 2-sided jobs!

**Litho both sides at once!**



**MODEL 251**  
The "De Luxe"

**DAVIDSON DUAL-LITH** does more for you!

Streamlined DAVIDSON DUAL-LITH Model 251 cuts 2-sided printing job running time in half, eliminates work-and-turn and costly tandem operations. Just add a second plate segment in a matter of minutes, print both sides of the sheet on one trip through the machine, get 12,000 impressions per hour at normal operating speed! It's as simple as that because versatile Model 251 is built with the exclusive Davidson 2-Cylinder Principle, and removable segments let you meet each printing need as it occurs. Simultaneous 2-sided printing and excellent offset lithography are only the beginning. You get more—distinctive Davenporting for expensive-looking stationery and literature at pennies' cost, and dry offset for long, long runs and better quality color.

Easy turning, easy to operate Model 251 takes all types, styles and sizes of plates, handles stock from light manifold to cardboard in sizes 3" x 5" to 10" x 14" as well as envelopes. Complete line of attachments enable it to also perform letterpress, imprinting, numbering and perforating. Heavy duty construction gives low maintenance and trouble-free operation. Compare it!

**Davidson Presensitized plates & Laboratory Controlled Supplies mean top quality results**



**DAVIDSON CORPORATION**  
A Subsidiary of Mergenthaler Linotype Company  
39 RYERSON STREET, BROOKLYN 5, NEW YORK  
Distributors in all principal cities and Canada

Text set in Linotype • Headings in ProType

**DAVIDSON CORPORATION**  
29 Ryerson Street, Brooklyn 5, N. Y.

☐ I'd like to know more about simultaneous 2-sided lithography.  
☐ Send Question & Answer booklet.  
☐ Arrange a demonstration.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



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Carr's Jumbo Flash Cards have colorful border art pre-printed in quantity to bring cost 'way down. Imprinted messages are standouts in anybody's mail. Every business can use them to set sales soaring.

FREE: Portfolio of 24 designs. Write—

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UPPER INCOME FARMERS LISTS  
NEW CAR BUYERS LISTS  
Nationwide money spenders  
Also Many Regional Lists  
Complete Mechanized Mailing  
Service

GILE LETTER SERVICE  
723 Third Ave. So. • Minneapolis 2, Minn.

Letter raised \$100,000 for New Church  
Feb. ('54) REPORTER told how a Bott letter made new church possible for congregation of 106 families. Interested in sales letters? For reprint, write on letterhead.

"That Yellow Bott"®

Leo P. Bott, Jr., 64 E. Jackson, Chicago

"Piscus Aureus Invisibilis" . . .

## The Origin Of Invisible Goldfish

Most of you will remember the Invisible Goldfish story in the October 1955 *Reporter*. Peter Shugart, Advertising Manager, Southwestern Engineering Company, 4800 Santa Fe Ave., Los Angeles 58, California used the theme in his talk at the MASA Convention in Los Angeles. Pete used a story he heard on an American Airlines flight to Chicago several years ago from a chance fellow traveller who did not know the origin of the story. And by a strange coincidence, the originator found the story by accident . . . and took the trouble to write. We think his trouble should be rewarded by letting you read his interesting letter (written in long hand from the Hotel Hurth, Portsmouth, Ohio:

*My dear Mr. Shugart:*

Recently, while awaiting my turn to see a purchasing agent in his plant's lobby, I happened to pick up a periodical new to me, *The Reporter of Direct Mail Advertising*, for Oct. 1955.

Glancing through it, I came upon an article written by you (or excerpts) entitled "The Invisible Goldfish"—a title intriguing enough to me to warrant my reading it—with much personal interest, I should add. For I believe that I must be the man about whom you were told.

Believing that you will be interested in hearing from the probable originator of a "dodge" that you were to use so cleverly in a theme for an address some quarter of a century later, here are the circumstances as I recollect them now:

My birthplace in 1887 and my home town ever since is Minneapolis, Minnesota. Of recent years, I have travelled extensively as a manufacturer's agent. But back in the unlamented early '30's I developed an extensive rental library service for drug-stores—some 150 in all—in order to survive. Business in nickels and dimes was good.

For a base of operations and headquarters, I opened a bookshop and substantial rental library in the heart of our apartment house district—on Grant Street near Nicollet

Avenue. In my efforts to provide something of interest in the display window besides the book displays, I happened upon the idea of goldfish, both real and imaginary. I procured two sizable goldfish bowls and equipped them with all the trimmings; castles, rocks and marine plants and mounted them in the window. In one I put live goldfish, with the descriptive label of "*Piscus Aureus*." In the other I put no fish but provided the label "*Piscus Aureus Invisibilis*."

This device created no little attention, although no traffic was stopped. And it really helped the business. People would stop to study the fish with special attention to the invisible variety; then come in and discuss the matter. It was all that those of us in the store could do to keep "straight faces."

We continued the display for a number of weeks until finally one day an elderly gent came in and without a smile asked where we had obtained the invisible type. I hastily invented a spot in Northern Wisconsin which I hoped was sufficiently remote. He said he knew the place well, but who was the grower? So I invented a name for the grower. He thanked me very kindly and departed, saying that the little town was his own birthplace but that it must have changed a lot. With that, we decided that the stunt had outlived its usefulness and discontinued it.

Not, however, before learning about the hardihood of the goldfish: a species of carp I am told. Over one Sunday, the outside temperature fell to 15 degrees below zero and the little store's heat was off. As a result the two bowls froze solid and so did the fish. But when the store was heated again on Monday, the ice melted and the frozen fish revived and swam as well as ever.

Very truly yours,

(signed) Richardson Phelps  
1302 Linden Avenue  
Minneapolis 3  
Minnesota



# My Mail Order Day

By Jared Abbeon

## My Mailbox In May:

A slipping paper sends me a circular (designed to stir up additional advertising) which cites a successful advt. As far as I can figure from what they say the man placing the advt. lost a few pennies (or at best made less than \$30.) Hate to think what happened to the other advertisers in that issue . . . Tissman Printing (220-40 73rd Avenue, Oakland Gardens, 64, N. Y.) sent in a "String Game Puzzle" that had me going out of my shrunken haid trying to figure out how to work the thing. The gimmick is that the game doesn't weigh more than an eighth of an ounce, so makes a good flat enclosure. They don't send along the solution, you have to write in for that. Gives them a double chance for selling plug.

Believe it or not . . . but *Home Worker* magazine offers a deal where they will re-run any advertising that doesn't pay off. Guaranteed Sales at a profit. Never have seen this magazine but three cheers for R. T. Wood. There are darn few mags around with that much confidence in their pulling power . . . Matter of fact, one of the shopping column magazines has been making lots of noise as to their pulling power (and at the same time making tit-for-tat publicity deals). Rumor hath it they are *smoothing the path* in some unmentionable advertising agencies. This magazine is down to the point where if they lose about two more steady customers they might as well pack up shop. In the long run all the fancy claims, all bragging and boasting, must meet the acid test:

The Morning Mail. If the orders are the in mail, O. K. If the orders are not in the mail, no alibis, can take their place.

It is always a big laff among the old-timers when they meet and bear talks by serious young men about "readership studies", "Cameras that

follow the eye balls", "interviews in depth" and the latest gaff "Motivation Research". Any M.O. man will trade you five pounds of theory for a stack of green flags in the morning mail. As they say "The Battle is The Payoff" . . . I would like to get hold of the guy who is selling a sample letter most likely entitled "How to obtain new products to sell via the mail". This choice bit of prose pops up about once a week from outlying districts. If you are just starting, get a clean business—like letterhead and write your own letter. Don't use the same stupid format (sometimes mimeographed) that shrieks "amateur" . . . Thanks to Cousin Franklin Jossel for telling the boss all those nice things about me when he sent in his renewal subscription . . . I don't usually see eye to eye with John Shrager (Advertising, 2 West 46th Street, New York 36, New York) but his 45 page booklet is solid meat, no fat. Called *How To Make Money Advertising*. Last I heard, he was passing out a supply of copies free. But you better check if there is now a small charge. Me, I would charge you from \$5 to \$25 for this info.

Letter from Cousin Lois Steckel of the President Hotel up at Atlantic City (confirming a reservation for a convention held there) was a notable job of public relations. Particularly in view of the fact that many resort type hotels treat conventioners as some sort of unmentionable objects . . . CBS sends around some convincing propaganda to try radio. Costs range from about \$30 a minute up, with the accent on the up. Still, cost always has to divide into pull. Might try it some day.

I've said it before; I'll say it again this month (and again in the future): Whether you're trying to sell mail order by direct mail, space, radio or TV, the most important thing is not media technique . . . but to first find the right product.

Enough talk . . . I'm going out right now and hunt for that product! ●

Sort Faster...Collate Faster

**CUT PAPER HANDLING COSTS**  
...with  
**SORTKWIK**

The *INVISIBLE* fingertip magic



Only 50¢ each

NO MORE IRRITATING, CLUMSY  
RUBBER FINGERS OR UNSANITARY, MESSY SPONGES  
WHEN YOU USE **SORTKWIK**

So easy to use—just apply to fingertips to create greaseless, stainless, tacky film. Fingers pick up papers easily, quickly. One application is long lasting. Washes off easily. Non-irritating.

Time-tested by direct mail firms throughout the country to speed up collating and sorting.

At your stationer or send \$1.00 for two regular size containers to try out.

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Dept. R-5

2736 LYNDALE AVE. SO. • MINNEAPOLIS 8, MINN.

DIRECT MAIL AND MAIL ORDER  
**COPY**

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of *IMP* "the world's smallest house organ."

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Like many other BIG NAME firms, you, too, can clip monthly Clipper art for striking, original layouts that can be produced in a jiffy. Free sample. Yours to use. Address . . .

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# CLASSIFIED ADVERTISING

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ELLIOTT STENCIL CUTTING  
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SUPPLIES

Box 51, Reporter, Garden City, N. Y.

SPEEDAUMAT—Zinc Plates embossed—\$35.00  
per 1000. 100% accuracy guaranteed. De-  
livery when promised. Advertisers Address-  
ing System, 703 No. 16th St., St. Louis 3, Mo.

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Pulling direct selling mail order advertising  
campaigns in newspapers, magazines, trade  
papers. Publishers' rates. Counsel service.  
Martin Advertising Agency, 15 E. 40 St.,  
Dept. 33A, N.Y. LE 2-4751. Est. 1923.

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TYING MACHINE - BUNN. FLOOR MODEL -  
LATE STYLE. EXCELLENT CONDITION.  
APPROVED BUSINESS MACHINE CO., 19  
HUDSON ST., N.Y.C. CANAL 6-6233.

GRAPHOTYPE, model 6341, new in original  
case. All caps. Bargain. HARRY J. ABRAMS,  
124 L St. N.E. Washington 2, D. C.

GRAPHOTYPE - MODEL 6343 - TYPEWRITER  
KEYBOARD - ALL CAPITALS - ELECTRIC - RE-  
CONDITIONED. APPROVED BUSINESS MA-  
CHINES CO., 19 HUDSON ST., N.Y.C.  
CANAL 6-6233.

## LABELS

Business Reply or Shipping Labels, 2½" x 4",  
red or blue ink, 1,000 only \$4.75 postpaid.  
Guaranteed. Executive Ad Co., 1627 Kay,  
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CANADA'S BEST MAILING LIST  
275,000 live names on Elliott stencils  
Call your list broker—TODAY  
or Tobe's, St. Catharines, Ontario

## MAILING LISTS

FREE MAILING LISTS  
OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE

(Constantly Corrected)

Retailers-Wholesalers-Manufacturers

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• Choice of 350 Other Lists •

"We Charge ONLY for Addressing"

(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.

Stillwell 4-5922

## REBUILT & GUARANTEED

Addressograph-Speedumat-Elliott Addressing  
Machines. Graphotypes-Cabinets-Trays-Plates-  
Frames. Mimeographs-Multiliths-Tying & In-  
serting Machines-"Hook-on" Tray Equipment.  
I Buy and Sell all Direct Mail Equipment.

James Eckstein

326 B'way, N. Y. 7, N. Y. HANover 2-6700

## SITUATION WANTED

In Alaska right now—courtesy US Army. Back  
in States May '57. Want much to get into  
direct mail advertising. Married, have 1 and  
8/9 children. Graduate of U. of Illinois,  
Feb. '53, BA journalism, (advertising).  
Guarantee anyone that hires me won't be  
taking a gamble. Write Box 52, The Re-  
porter, Garden City, N. Y.

## TYPE FOR OFFSET

Save with FOTO-FONTS. Unit cost per font  
only 20¢! Easy to set and align—sharp-  
est reproduction. Free samples and details. A.A.  
Archbold, Publisher, Box 20740-K, Los Ange-  
les 6, Calif.

## VARITYPED COMPOSITION

Finest quality Varityped composition for  
offset printing—catalogs, flyers, price lists,  
etc. Send for free details, samples, type  
specimen sheet. Prompt and efficient service.  
J & G Composition Service, 5305 Avenida del  
Mar, Sarasota, Florida

## Personalities IN THE NEWS

... Lester Suhler, subscription manager  
of *Look* magazine, Des Moines, Iowa, has  
been appointed chairman of this year's  
DMAA "Direct Mail Leaders" Contest.  
For more about the contest, see Short  
Note on page 50. ... **Harry A. Porter**, Har-  
ris-Seybold Co., Cleveland, was deluged  
with letters and telegrams from friends on  
Apr. 13, congratulating him on his 50th  
anniversary in the graphic arts industry.  
Still not too late to send Harry another  
pat-on-the-back—for the swell job he's  
done during a half-century to boost direct  
mail. ... **Paul H. Bolton**, executive vice-  
president of the Nat. Assn. of Wholesalers  
and a long-time friend of direct mail, was  
elected president of the American Public  
Relations Assn. at their Washington con-  
vention last month. ... **Virginia Parsons**, after  
many years service with the N. Y. TB &  
Health Assn. (389 4th Ave., N.Y.C.) will  
hang out her own direct mail service  
shingle in Dallas, Tex. On or about May  
21st, Virginia will open Parsons Assoc-  
iates, Inc., at 1013 Slocum St., Dallas,  
Tex. She'll handle Scriptomatic automatic  
addressing, tabulating, inserting, mailing  
and a wide range of Texas lists. All her  
friends wish Ginny the best of luck—  
N.Y.'s loss will be a big Texas gain. ...  
... **Maxwell Sackheim**, mail order mentor  
and prey of the N.Y. agency bearing his  
name, was speaker at the Apr. 17th meet-  
ing of the Kansas City, Mo., Direct Mail  
Group. ... **Mabel Boudoux**, Mabel Boud-  
oux, Inc., Philadelphia, is co-chairman  
of the convention planning committee for  
Advertising Federation of America's 52nd  
Annual Convention to be held in Philly  
on June 10-13. She's busy arranging big  
reception and entertainment for more than  
1,000 expected delegates. ... **George V.**  
**Rumage**, managing director of DMAA, was  
a major speaker at the Paper Makers  
Assn. Convention in New York on Apr.  
10. His topic: *Dollars, Sense & Mills*, tell-  
ing paper makers about "opportunities un-  
limited" in direct mail. ... **Blaine G.**  
**Faber & Brevoort** Walden have joined R. L.  
Polk & Co. as account execs in the east-  
ern region for Polk's Direct Mail Div.  
Faber was formerly with McCann-Erick-  
son and *Coronet* magazine; Walden's last  
assignment was with Ogilvy, Benson &  
Mather, N. Y. ... **Whitt N. Schultz**, adv. &  
public relations executive with Illinois Bell  
Telephone Co., is teaching a course in  
"Selling By Mail" at Northwestern Uni-  
versity. As mail order consultant-teacher  
Whitt has taught over 1,000 students to  
date, ranging from large company pres-  
idents to small business owners. ... **Rupert**  
**E. McLoughlin**, who resigned as executive  
secretary of the Nat. Assn. of Magazine  
Publishers to enter the direct mail field  
some time ago, is now president of Down-  
ing Mail Advertising Co., Inc., N.Y.C.  
... **Gerald A. Weindel**, p.r. and adver-  
tising director of Associates Investment Co.,  
South Bend, Ind., and last year's Henry  
Hoke Award winner, conducted a direct  
mail clinic last month (12th) for the Sales  
& Advertising Executives Club of St. Jo-  
seph Valley, Ind. ... **Thomas P. Wolf** has  
been elected vice-pres. of Hodes-Daniel  
Co., Inc. (mail advertising). •

## "HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL"

... a 112-page analysis and outline for industrial direct mail  
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direct mail program. Send \$3.00 for your copy now, to:

The Reporter of Direct Mail Adv. Garden City, N. Y.

# Direct Mail

## ACETATE SHEET PROTECTORS

A. G. Bards Co., Inc. 437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)

## ADDRESSING

Active Equipment Supply 47-31 35 St., Long Island City 1, N.Y. (RA 9-9030)  
Address-O-Rite Stencil & Mach. Co., Inc. W. 23 St., N.Y.C. 10 (OR 5-3240)  
Creative Mailing Service, Inc. 460 N. Main, Freeport, N.Y. (FR 9-2431)  
Merit Mailers 370 Plane Street, Newark 2, N.J. (MI 2-0644)  
Victor Addressing Corp. 130 Flatbush Ave., Brooklyn 17, N.Y. (ST 9-8003)

## ADDRESSING & LIST CONTROL SYSTEMS

Lisle M. Ramsey & Associates, 1700 Delmar, St. Louis 3, Missouri (CH 1-4797)  
Sames Punched Card Div.-Underwood Corp. 1 Pk. Ave., N.Y.C. 16 (LE 2-7000)

## ADDRESSING MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)  
Elliott Addr. Machine Co. 155A Albany St., Cambridge 39, Mass. (TR 4-2020)  
Mailers' Equipment Co. 40 W. 15th St., N.Y. 11, N.Y. (CH 3-1442)  
Saver & Wallingford 143 W. Broadway, N.Y. 13, N.Y. (WO 4-0520)

## ADDRESSING - TRADE

Beekman Addressing Service, 1426 Kingshighway, Brooklyn, N.Y. (DE 9-0879)  
Beimar Typing Service, 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)  
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N.Y. (HI 4-2730)

## ADDRESSOGRAPH - SPEEDAUMAT PLATE EMBOSSING

Embosso - Plate Corp. 3118 Quentin Rd., Brooklyn 34, N.Y. (DE 9-3184)

## ADVERTISING AGENCIES

Ad Scribe P. O. Box 254, North Canton, Ohio (Tel: 9-2552)  
"American Direct Mail" 1113-19 Venice Blvd., Los Angeles 15, Calif. (DU 8-1305)  
Martin Ad Agency (Dir. Sell. Mail Ord.) 15 PA E. 40, N.Y.C. 16 (LE 2-4751)  
Charles H. Rogers Assoc. 92-32 Union Hall St., Jamaica 33, N.Y. (OL 8-4300)

## ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (RI 9-9062)  
Raymond Lufkin 116 West Clinton Ave., Tenafly, N.J. (EN 3-4840)  
Multi Ad Services 1000 Walnut St., Peoria, Illinois  
Harry Volk Jr. Art Studio 1401 N. Main St., Pleasantville, N.J. (PL 4620)

## ADVERTISING BOOK MATCHES

Match Corp. of America 3433 43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)  
Universal Match Corp. 1501 Locust St., St. Louis 3, Mo. (CH 1-3230)

## ADVERTISING SPECIALTIES

Geo. McWeeney Co., 87, 614 Campbell Ave., W. Haven, Conn. (WE 4-3411)  
ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION  
Troy M. Rodin, Rodin Partner, 1832 M St. NW, Wash. 6, D.C. (RE 7-3433)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)  
Hudson Fulton Mailing Service 25 West Broadway, N.Y.C. 7 (CO 7-6171)  
Merit Mailers 370 Plane Street, Newark 2, N.J. (MI 2-0644)

## AUTOMATIC TYPEWRITING

Ambassador Letter Serv. Co. 11 Stone St., N.Y. 4, N.Y. (BO 9-0607)  
American Auto Typewriter Co. 2323 N. Puleksi R., Chicago 39, Ill. (EV 5-151)  
Carlson Auto. Typewriting Serv. 3744 N. Clark St., Chlc. 13, Ill. (EA 7-8476)  
Margaret Mitchell 11 Darina Pl., Milford, Conn. (MI 2-8801)  
Repass Letter Service 29 So. Wabash Ave., Chi. 3, Ill. (CE 4-4064)

## BOOKS

Art & Tech. of Photo Eng. Horen Eng. Co. 44 W. 28, N.Y.C. 1 (MU 9-8585)  
Reporter of Direct Mail 224 7th, Garden City, N.Y.  
Cordially Yours \$5.00  
Dogs That Climb Trees 1.00  
How To Get The Right Start in Direct Advertising 1.50  
How To Think About Direct Mail 1.00  
How To Think About Letters 1.00  
How To Think About Readership of Direct Mail 1.00  
How Direct Mail Solves Management Problems 1.00  
How To Think About Showmanship in Direct Mail 1.00  
How To Think About Mail Order 1.00  
How To Think About Production and Mailing 1.00  
The Plain Jane of Direct Mail .50  
How To Think About Industrial Direct Mail 3.00

## BUSINESS BRIEFS

Wetmore & Co. 1015 S. Shepherd Dr., Houston 19, Texas (LY 9-126)

## CATALOG PLANNING

Catalog Planning Co. 101 W. 56th St., N.Y. 19, N.Y. (PL 7-1467)

## CHRISTMAS STATIONERY

Gettier-Montanye, Inc. Glyndon, Maryland (Reisterstown 842)  
The Newbern Company 207 W. Main St., Arlington, Texas (AR 5-2267)

## COPYWRITERS (Free Lance)

Ben Ashell 3502 Broadway, Kansas City, Mo. (WE 1-3770)  
Leo P. Bart, Jr. 64 E. Jackson Blvd., Chi. 4, Ill. (TA 7-7182)  
Orville E. Reed 106 N. State St., Howell, Mich. (Tel: 65)  
O. H. Roskam 1430 Grand, Kansas City 6, Mo. (HA 1-4469)  
O. C. Shirey D. M. Adv. 1621 Conn. Ave., N.W. Wash. 9, D.C. (AD 4-3527)  
Alfred Stern 2 West 46th St., (Rm. 109) N.Y. 36, N.Y. (JU 6-4642)

**DESIGNERS & PRODUCERS OF STEEL DIE ENGRAVED STATIONERY**  
The Fredmark Company 354 Blacksmith Rd., W. Lexington, N.Y. (PE 1-9495)

## DESK CALENDARS

Gettier-Montanye, Inc. Glyndon, Maryland (Reisterstown 842)

## DIRECT MAIL AGENCIES

Ahrend Associates, Inc. 254 W. 54th St., N.Y. 19, N.Y. (JU 6-2547)  
American Mail Adv., Inc. 810 Newbury St., Boston 15, Mass. (CO 4-7540)  
Barbara H. Boynton & Staff 420 Market St., San Francisco 11, Cal. (YU 6-2378)  
Homer J. Buckley 108 N. State St., Chi. 2, Ill. (SI 2-6336)  
The Buckley Organization Phila. National Bank Bldg., Philadelphia 7 Pa.  
Chase & Richardson, Inc. 9 E. 46th St., N.Y.C. 17 (MU 2-8285)  
Dickie-Raymond, Inc. 470 Atlantic Ave., Boston 10, Mass. (MA 6-1660)  
Dickie-Raymond, Inc. 225 Park Ave., N.Y. 17, N.Y. (MU 4-1610)  
Direct Mail Associates 11 E. 12th Street, Wilmington 1, Delaware (Tel: 8-4405)  
Direct Mail Services 175 Luckie St., N.W. Atlanta 3, Ga. (CI 3398)  
Duffy & Assoc., Inc. 418 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)  
General Office Service, Inc. 527 E. 5th St., Washington 1, D.C. (HA 8-5348)  
Frederick E. Gymer 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)  
Harrison Services, Inc. 341 Madison Ave., N.Y. 17, N.Y. (MU 9-1630)  
Hickey-Murphy Div. of James Gray, Inc. 216 E. 45 St., N.Y.C. 17 (MU 2-9000)  
Jess 76-03 Metropolitan Ave., Forest Hills, N.Y. (LI 4-7203)  
John M. Lord & Co. 11 Beacon St., Boston 8, Mass. (LA 3-4546)  
Merit Mailers 370 Plane Street, Newark 2, N.J. (MI 2-0644)  
R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
Proper Press, Inc. 129 Lafayette St., N.Y. 13, N.Y. (CA 6-4737)  
Reply-O-Products Co. 7 Central Park W., N.Y. 23, N.Y. (CI 5-8118)  
Maxwell Sackheim & Co., Inc. 545 Madison Ave., N.Y. 22, N.Y. (PL 1-3151)  
Sales Letters, Inc. 153 W. 23rd St., N.Y. C. (WA 9-2680)  
Sands Locke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)  
J. B. Sands & Company 16 Brighton Ave., Boston 34, Mass. (ST 2-8947)  
The Smith Company 67 Beale St., San Francisco, Calif. (SU 1-4544)  
Lloyd F. Wood Associates 1640 Wisc. Ave., N.W., Wash. 7, D.C. (CO 5-9042)

## DIRECT MAIL CONSULTANT

Lawrence Lewis & Assoc. 175 5th Ave., N.Y. 10, N.Y. (OR 7-6888)

## DIRECT MAIL EQUIPMENT

B. H. Bunn Co. 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)  
Cheshire Mailing Machines Inc. 1417 W. Altgeld Ave., Chi. 14, Ill. (LI 9-3284)  
Corbin Wood Products Hornell, N.Y.  
Cowan Pressroom Prod., Inc. 1651 M Cosmo St., Hollywd 28, Cal. (HO3-7517)  
R. C. Coshead Co. 720 Frelinghuysen Ave., Newark 5, N.J. (BI 2-2600)  
Davidson Corp. 5700 W. Touhy Ave., Chlc. 31, Ill. (RO 3-1900)  
A. B. Dick Co. 29 Ryerson St., Bklyn. 6, N.Y. (UL 5-6970)  
Feltis Typing Machine Co. 3351 N. 35th St., Milwaukee 16, Wis. (MI 5-7131)  
Martin Yale, Inc. 2100 W. Fulton St., Chicago 12, Ill.  
National Bundle Tyer Co. Blissfield, Michigan (BL 162)  
Scriptomatic, Inc. 310 N. 11th St., Phila. 7, Pa. (WA 4-2131)  
Seal-O-Matic Machine Mfg. Co. 145 Hudson St., N.Y.C. (WA 5-0490)

## DIRECT MAIL SUPPLIES

Lee Products Company 2763 S. Lyndale, Minneapolis 8, Minnesota (RE 9-080)  
Prairie Process Co. 243 N. Water Street, Rochester, N.Y.

## ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. 64 W. 23 St., N.Y.C. 10 (OR 5-3240)  
Clear Cut Duplicating Co. 149 Broadway, N.Y. 6, N.Y. (WO 4-4457)  
Creative Mailing Service 460 N. Main St., Freeport, N.Y. (FR 8-4830)  
Elliott Addressing Mach. Co. 117 Leonard St., N.Y. 13 (WA 5-1371)

## ENVELOPES

American Envelope Mfg. Corp. 60 Beekman St., N.Y. 38, N.Y. (CA 4-7152)  
The American Paper Products Co. East Liverpool, O. (EU 6-4240)  
Atlanta Envelope Co. 1700 Northside Dr., Atlanta 1, Ga. (EL 3484)  
Berlin & Jones Co., Inc. 437 W. 24th St., N.Y. C. 1 (WA 4-4400)  
The Boston Envelope Co. 397 High St., Dedham, Mass. (FA 5-6700)  
Columbia Envelope Co. 501 Park Ave., Minneapolis 15, Minn. (GB 3443)  
Columbia Envelope Co. 2015 N. Hawthorne, Melrose Park, Ill. (BS 8-4214)  
Samuel Cupples Envelope Co. 360 Furman St., Brooklyn 2, N.Y. (TR 5-6285)  
Cupples-Hesse Corp. 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3700)  
Curtis 1800 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Detroit Tuller Envelope Co. 2139 Howard St., Detroit 16, Mich. (TA 5-7760)  
Diplomat Envelope Corp. 23-23 Borden Ave., L. I. City 1, N.Y. (ST 4-8200)  
Gerden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3400)  
Gaw-O'Hara Envelope Co. 500 N. Sacramento Blvd., Chi. 12, Ill. (HB 8-1300)

(Continued on following page)



# DM directory

The Gray Envelope Mfg. Co. 55-13rd St., Brooklyn 32, N. Y. (ST 8-2900)  
Heca Envelope Co. 4500 Cortland St., Chi. 39, Ill. (CA 7-4600)  
Long Island Envelope Co., Inc. 104-26 Northern B., Corona, N. Y. (DE 5-4444)  
Rochester Envelope Co. 77 Clarissa St., Rochester 14, N. Y. (HA 2404)  
The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)  
Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)  
Tension Envelope Corp. 522 Fifth Ave., N. Y. 36, N. Y. (MU 2-4644)  
Trenso Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6914)  
Trenso Envelope Co. 22 Monitor St., Jersey City, N. J. (HE 4-1587)  
United States Envelope Co. Springfield 2, Mass. (RE 6-7211)  
United States Envelope Co. 217 Broadway, N. Y. (BA 7-5700)  
Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

The Connelly Organisation, Inc. 1010 Arch St., Phila. 7, Pa. (MA 7-8133)  
Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Du-Plex Envelope Corp. 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)  
Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
The Sawdon Co. 480 Lexington Ave., N. Y. 17, N. Y. (PL 5-2516)  
Tension Envelope Co. 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0092)  
The Wolf Envelope Co. 1749 E. 22nd St., Cleveland 1, O. (PR 1-8470)

## FOREIGN MAILINGS

Sande Roche & Co., Inc. 71 7th Ave., N.Y.C. 11 (WA 4-1551)  
The Missing Sales Link 73, rue du Cardinal-Lemoine, Paris 5e, France

## FUND RAISING

William M. Proff Associates 585 Main St., E. Orange, N. J. (OR 3-2233)

## IMPRINTERS — SALES LITERATURE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 4-3530)  
L. P. MacAdams Co. 391 John St., Bridgeport 3, Conn. (ED 4-2167)  
Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)

## INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service Inc. 500 Belmont Ave., Newark 5, N. J. (TA 4-0891)  
Bonded-Nationwide 753 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)  
Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 4-3530)  
Coupon Service Corp. 37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)  
Inserting & Mailing Corp. 2 Broadway, N. Y. 4, N. Y. (WT 4-3722)  
Mailers, Inc. 216 N. Clinton St., Chicago 6, Ill. (FI 6-0722)  
Maximex Incorporated 37 Cottage Row, Glen Cove, N. Y. (GL 4-9595)  
Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
Ruskam Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-6469)  
West, Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Calif. (SA 1-8500)

## INVISIBLE INK LETTERS & POST CARDS

Sande Roche Co., Inc. 77 7th Ave., N.Y.C. 11 (WA 4-1551)

## INVISIBLE INK POST CARDS

Mortley W. Jennings East Orange, N. J. (OR 4-0308)

## LABEL PASTERS

Pardevin Machine Co. 200 North St., Teterboro, N. J. (HA 8-1941)

## LABELS

Dannison Mfg. Co. Framingham, Mass. (TR 3-3511)  
Eureka Specialty Printing Co. 558 Electric St., Scranton 9 Pa. (DI 7-3035)  
Allen Hollander Co., Inc. 386 Gerard Ave., N. Y. 51, N. Y. (MO 5-8419)  
Penny Label Co. 9 Murray St., N. Y. 7, N. Y. (BA 7-7771)  
Tompkins Label Co. 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999)

## LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 19, N. Y. (JU 2-2184)  
Robert Straub & Co. 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1081)

## LETTERHEADS

Brunner Printing Co., Inc. 1010 Jefferson Ave., Memphis, Tenn. (Tel. 2-2355)  
Harper Engraving & Printing Co. 283 E. Spring, Columbus 15, O. (AD 1-5057)  
Peerless Lithographing Co. 4303 Diversey Ave., Chi. 39, Ill. (SP 2-7000)  
Woodbury & Co., Inc. Chadwick Square, Worcester 5, Mass. (PL 4-1721)

## MAIL ADVERTISING SERVICES (Lettershops)

**CHICAGO**  
Doolittle & Co., Inc. 320 N. Dearborn St. (10) (SU 7-1722)  
Lettercraft 22 W. Madison St. (2) (FR 2-8734)  
Mailers, Inc. 216 N. Clinton St. (6) (FI 6-0722)  
The Rylander Co. 216 W. Jackson Blvd. (6) (FR 2-5953)  
**CLEVELAND**  
Cleveland Letter Serv., Inc. 740 W. Superior, (13) (SU 1-8300)  
**COLUMBUS**  
W. A. Storing Co. 239 N. 4th St. (15) (CA 8-5741)  
**DETROIT**  
Advertising Distributors of America, Inc. 834 Bagley Ave. (26) (WO 2-1172)  
Advertising Letter Service 2930 Jefferson East, (7) (LO 7-9535)  
Curtis & Burgis 6th Floor-Marquette Bldg. (26) (WO 3-0588)  
R. L. Polk & Co. 431 Howard St. (31) (WO 1-9470)

**HOUSTON**  
Premier Printing & Letter Serv. 620 Texas Ave., (2) (CA 7-4145)  
**KANSAS CITY**  
Ruskam Advertising 1430 Grand (6) (HA 1-6469)  
**LOS ANGELES**  
Atlas Letter Service 924 S. Spring St., (13) (MI 5101)  
Krupp's Adv. Mailing Serv. 228 S. Los Angeles St., (12) (MI 8753)  
**MARION, OHIO**  
Fulfillment Corp. of America 281 W. Center St. (Tel: 2-1187)  
**MINNEAPOLIS**  
Gile Letter Service 723 Third Ave., South (2) (FE 3-2471)  
**NEWARK, NEW JERSEY**  
Automatic Mailing Service Inc. 560 Belmont Ave., (5) (TA 4-0891)  
Merit Mailers 370 Plane Street (2) (MI 2-0644)

## NEW YORK CITY

Advertisers Mailing Serv., Inc. 45 W. 18th St. (AL 5-4500)  
Benart Mail Sales Serv., Inc. 228 E. 45th St., (17) (MU 7-8830)  
Cardinal Direct Mail Corp. 2 Broadway, (4) (WH 4-3722)  
Century Letter Co., Inc. 48 E. 21st St., (10) (AL 4-8300)  
Circulation Associates, Inc. 226 West 56th St., (19) (JU 4-3530)  
Mary Ellen Glancy Co. 250 Park Ave., (PL 9-1520)  
Coupon Service Corp. 37 East 18th St., (OR 3-0160)  
Elite Letter Co., Inc. 11 W. 32nd St., (1) (PE 4-1462)  
Mailograph Co., Inc. 39 Water St., (4) (BO 9-7777)  
The St. John Assoc., Inc. 75 W. 45th St., (36) (JU 2-3344)

## PHILADELPHIA

Connelly Organisation, Inc. 1010 Arch St., (7) (MA 7-8133)  
Woodington Mail Advertising Serv. 1304 Arch St., (7) (RI 6-1840)

## PITTSBURGH

Advertisers Associates Inc. 1627 Penn. Ave., (22) (AT 1-6144)

## ROCHESTER

Ayer & Streib 15 South Ave., (4) (BA 6340)

## SAN FRANCISCO

The Letter Shop 67 Beale St. (SU 1-4544)

## WASHINGTON, D. C.

General Office Serv., Inc. 527 6th St., N. W. (NA 8-5348)

## WESTFIELD, NEW JERSEY

Union County Business Bureau (WE 2-5614)

## MAILING LISTS — BROKERS

Archer Mailing List Serv. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)  
George R. Bryant Co. 595 Madison Ave., N. Y. 17, N. Y. (MU 8-2651)  
George R. Bryant Co. 75 E. Wacker Dr., Chi. 1, Ill. (ST 2-3688)  
The Coolidge Co. 6 East 23rd St., N.Y.C. 10 (AL 4-8870)  
Dependable Mailing Lists Inc. 381 4th Ave., N.Y.C. 16 (MU 4-8791)  
Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 4-4180)  
Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)  
Dunhill International List Co., Inc. 565 Fifth Ave., N. Y. C. 17 (PL 3-0833)  
Guld Co. 160 Engle St., Englewood, N. J. (BR 9-0461)  
Lewis Kleid Co. 25 W. 45th St., N. Y. 36, N. Y. (JU 2-0830)  
Willie Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (SP 7-7440)  
Mosely Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)  
Names Unlimited Inc. 352 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)  
D. L. Matwick Co. 136 W. 52nd St., N.Y.C. 19 (CO 5-8616)  
People in Places, Inc. 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3956)  
Ruskam Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-6469)  
Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)  
William Stroth, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)  
James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)  
G. H. Youngren 1209 Scofield Dr., Glendale 5, Calif. (CI 1-9218)

## MAILING LISTS — BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OF COMPILERS & OWNERS.

Direct Mail Users 18,500 (Reporter of Direct Mail Adv.)  
Dog Owners List over 2,000,000 (Western Empire)  
"Occupant Mailing Lists" (Occupant Mailing List of America, Inc.)

## MAILING LIST — COMPILERS & OWNERS

Active Equipment Supply 47-31 35 St., Long Island City 1, N. Y. (RA 9-9030)  
Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7531)  
Allison Mailing Lists Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8870)  
Associated Advertising Serv. 613 Willow St., Fort Huron, Mich. (YU 5-7773)  
Automotive Registrations, Inc. 17 West 45th St., N. Y. 36, N. Y. (JU 6-3666)  
Bodine's of Baltimore 501 E. Preston St., Baltimore 2, Md. (WE 7-0400)  
Bookbuyers Lists 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)  
Boyd's City Dispatch 220 East 23rd St., N. Y. 10, N. Y. (OR 9-3250)  
Buckley Dement 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)  
Catholic Laity Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4470)  
Creative Mailing Service 440 N. Main St., Freeport, N. Y. (FR 8-4630)  
Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 4-4180)  
Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)  
Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (PL 3-0833)  
Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 3-7270)  
Eli Kogot Webster, Mass. (WE 2780)  
E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)  
Fritz S. Hofheimer 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-4420)  
Industrial List Bureau Webster, Mass. (WE 2780)  
Indus. Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)  
Jewis Statistical Bureau 320 Broadway, New York 7, N. Y. (BE 3-4239)  
List Finders 119 Ann Street, Hartford, Connecticut  
Mailmen Incorporated 37 Cottage Row, Glen Cove, N. Y. (GL 4-9595)  
Manpower, Inc. 330 W. Kilbourn Ave., Milwaukee 3, Wis. (BR 2-0909)  
Marver Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)  
Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
Montgomery Engineering Co. 8500 - 12th St., Detroit 6, Mich. (TR 4-0929)  
J. R. Monty Turf Fan Lists 201 East 46th St., New York 17, N. Y.  
Occupant Mail Lists of Amer., Inc. 239 N. 4th, Columbus 15, O. (CA 8-5741)  
Official Catholic Directory 12 Barclay St., N. Y. 6, N. Y. (BA 7-2900)  
Palmer Lists 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)  
People in Places, Inc. 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3956)  
R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
W. S. Ponton, Inc. 44 Honeck St., Englewood, N. J. (MU 7-4311)  
R. L. Rasmussen 11834 Ventura Blvd., North Hollywood, Calif. (ST 7-3169)  
Reporter of Direct Mail Adv. 224 7th St., Garden City, N. Y. (PI 6-1837)  
Select List Co. 467 S. Robertson Blvd., Beverly Hills, Calif. (CR 4-7823)  
The Speed-Address Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)  
William Stroth, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)  
West, Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Cal. (SA 1-8500)  
Zeller and Leticia, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-4278)

## MAIL ORDER AGENCIES

Sparks Advertising Agency P. O. Box 211, Brownwood, Texas (9023)

## MAIL ORDER CONSULTANT

Herbert L. Kallner & Associates 431 S. Wabash Ave., Chic. 5, Ill. (HA 7-4144)  
Whitt Northmore Schultz 1115 Old Elm Lane, Glenview, Ill. (VE 5-3193)

## MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Plyford-Ailing Mfg. Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-6492)



# MATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)

# MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

# MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells St., Chi. 6, Ill. (ST 7800)  
Mack Type Co., Inc. 55 Fulton St., N.Y.C. 7 (BE 3-1487)

# OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. 834 Bagley Ave., Detroit 26, Mich.  
Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)

# PACKAGING

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)  
Coupon Service Corp. 37 East 10th St., N. Y. 3, N. Y. (OR 3-0160)  
Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
Pack-It (also Mail-It) 7 Brown St., Newark 5, N. J. (MI 2-7575)

# PAPER MANUFACTURERS

Appleton Coated Paper Co. 1250 N. Meade St., Appleton, Wis. (4154)  
Byron Weston Company Dalton, Mass.  
Curtis Paper Company Newark, Delaware (NE 8-9551)  
Eastern Corporation Bangor, Maine (Tel: 8221)  
Fraser Paper, Limited 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)  
W. C. Hamilton & Sons Milquon, Pa. (IV 3-3160)  
Hammermill Paper Co. Erie, Pa. (Tel: 4-7101)  
Howard Paper Mills, Inc. Hulman Bldg., Dayton 2, Ohio  
International Paper Co. 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)  
Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-3311)  
The Mead Corp. 819 Public Ledger Bldg., Phila. 6, Pa. (WA 2-5441)  
Millers Falls Paper Co. Millers Falls, Mass. (OL 9-3331)  
Neenah Paper Co. Neenah, Wis. (Tel: 2-1521)  
Nekoosa-Edwards Paper Co. Port Edwards, Wis. (Tel: 3111)  
Peninsular Paper Co. Ypsilanti, Mich. (Tel: 62)  
Res Paper Co. Kalamazoo 99, Mich. (Tel: 2-0151)  
Rising Paper Co. Housatonic, Mass. (HO 47)

# PARCEL POST MAILING BOXES

Corrugated Paper Products Inc. 2235 Utica Ave., Bklyn 34, N. Y. (ES 7-6112)

# PERSONALIZED GIANT GRAMS

Sande Rocke & Co., Inc. 97 7th Ave., N.Y.C. 11 (WA 4-1551)

# PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8585)  
Nassau Photo Engrav. Co. 254 W. 31st St., N. Y. C. (PE 6-0817)

# PHOTO REPORTING

Sickles Photo-Reporting Serv. 38 Park Pl., Newark, N. J. (MA 2-3944)

# POST CARDS

The Carr Organization 1319 N. 3rd St., Milwaukee 12, Wis. (BR 6-4246)  
Plastichrome, by Colourpicture Publishers  
390 Newbury St., Boston 15, Mass. (CO 7-7500)

# PRINTING — OFFSET LITHOGRAPHY

Peerless Lithographing Co. 4303 Diversey, Chi. 39, Ill. (SP 2-7000)  
Sande Rocke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)  
Sun Printing & Offset Co. 60 Thomas St., N. Y. 13, N. Y. (WO 2-0238)

# PRINTERS — LETTERPRESS & LITHOGRAPHY

Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)  
Paradise Printers Paradise, Pa. (ST 5131)

# SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order) 15 PB E 40, N. Y. C. 16 (LE 2-4751)

# SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

# SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)  
Fulfillment Corp. of America 381 W. Center St., Marion O. (Tel: 2-1187)  
Globe Mail Agency, Inc. 140 W. 23rd St., N.Y.C. 11 (OR 5-4600)  
Merit Mailers 370 Plane Street, Newark 2, N. J. (MI 2-0644)

# SUBSCRIPTION FULFILLMENT SYSTEMS

Samas Punched Card Div.-Underwood Corp. 1 Pa. Ave., N.Y.C. 16 (LE 2-7000)

# SYNDICATED HOUSE MAGAZINES

The William Feather Co. 9900 Clinton Rd., Cleveland 9, Ohio (AT 1-4122)

# TRADE ASSOCIATIONS

Advertising Trades Institute, Inc. 270 Park Ave., N.Y.C. 17 (MU 8-0091)  
Direct Mail Advertising Assn. 3 E. 57th St., N. Y. C. 22 (MU 8-7388)  
Mail Adv. Service Assn. 18120 James Couzens, Detroit 35, Mich. (UN 4-3645)  
Nat'l Council of Mail, List Brokers 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0615)

# TYPOGRAPHERS

Rapid Typographers, Inc. 305 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

# VARIETYPERS AND TYPE FONTS

The Adamm Co. 656 Broadway, N. Y. 12, N. Y. (AL 4-3230)

# VARIATYPE EQUIPMENT

Zenith Typewriter & Adding Mach. Co. 13 W. 17th St., N.Y.C. 11 (WA 4-1800)

# DIRECT MAIL DAYS DOCKET

C.F.I.: Contact For Information / T.B.A.: To Be Announced

IN THE DOCKET SPOTLIGHT: SAN FRANCISCO SPEAKERS . . . CHICAGO PLANNERS

● Top right: San Francisco's Mar. 29th Direct Mail Day was a smash hit . . . topping any previous direct mail meeting ever held in Frisco. More than 400 West Coast direct mailers filled the Sheraton-Palace Hotel by 9:45 a.m. . . and were still enthusiastically taking notes at 4. The attention-holding program featured speakers (left to right): Joseph McGee, president, DMAA & Old American Ins. Co.; Harry L. Swan, assistant manager, Adv. Dept., Ford Motor Co.; Glory Carlberg, advertising manager, Zellerbach Paper Co.; Ferd Ziegler, sales promotion director, McCann-Erickson, Inc. and Frank Beilin, advertising manager, Saks 5th Avenue, N. Y.

● Bottom right: Committee chairmen have been hard at work . . . mapping plans for Chicago 3rd Annual Direct Mail Day to be held at the Palmer House on the 25th of this month. The Windy City workers include (seated, left to right): Myron A. Hartenfeld, Adv. Publications (program chairman); Peter G. Peterson, McCann-Erickson, Inc. (general chairman); Allen Drey, Walter Drey, Inc. (publicity); (standing, left to right): Norman Ventris, Dwight Bros. Paper Co. (co-sponsorship); Frederick L. Salmon, Jr., Runkle-Thompson-Kavats, Inc. (attendance); William N. Flory, Harris Trust & Savings Bank (finance) and Robert F. Baine, Abbott Laboratories (arrangements).



CITY	DATE	SPONSOR	MEETING LOCATION	FEATURE EVENTS
Chicago	May 25	Mail Adv. Club of Chi. Gen. chair.: Peter G. Peterson, McCann-Erickson, Inc.	Palmer House	"Direct Mail Day in Chicago", Speakers: T.B.A.
Chicago	Aug. 24, 25, 26, 27, 28.	MASA International. Attend. Chairman: Luise Storz, Lettercraft Co.	Hotel Drake	"MASA Annual Convention", Speakers: T.B.A.
Philadelphia	November (T.B.A.)	Philadelphia Direct Mail Mail Club C.F.I.: H. S. Theobbe, Arndt, Preston, Chaplin, Lamb & Keen	T.B.A.	"Philadelphia Direct Mail Day", Speakers: T.B.A.
New York	Oct. 1, 2, 3	Direct Mail Advertising Assn. Program Chairman: Fred Pinkerton, Reinhold Gould, Inc.	Hotel Statler	"39th Annual DMAA Convention", Speakers: T.B.A.

# SHORT NOTES CONTINUED

(Continued from Page 14)

the customer a letter complimenting him on his promptness and dependability . . . and telling him he had earned Local's highest credit rating because of it. Last month—16 years later—the same customer came back for another loan . . . returning the 1940 letter to the present Los Angeles office manager! Richard Cody says the fact this letter was kept for 16 years proves the direct mail industry's belief that no advertising is more personal than mail advertising, and that . . . "people treasure a compliment whether it comes to them through advertising or some acquaintance." We agree.



□ **LETTERS WE LIKE DEPT.:** This excellent letter from Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y., really caught our eye! And . . . the copy is just as good as its visual impact. Headline and lead begins: "PUT THIS ON YOUR DESK . . ." And something wonderful will happen: Your capacity to get things done will quickly increase—probably **double** . . . The routine jobs that often clutter our desks and minds never pile up when you use a Dictaphone Time-Master dictating machine." Enclosed with the letter was an actual sample of the



small red Dictabelt (also illustrated in red on the letter). Copy suggested: "Carry this Dictabelt in your pocket for a few days and show it to friends. Ask the first one who uses the Time-Master what he thinks of the little red



□ **TIRED PHYSICIANS** should get a kick out of this novel mailing . . . part of a recent direct mail campaign launched by Abbott Laboratories of Chicago. It's a sample package of Placidyl (new non-barbiturate hypnotic) which cleverly unfolds into a miniature bed . . . complete with slumbering patient. The sleeve unit at the left (containing sample tablets) fits into the side of the bed. Head and foot boards of the bed fold flat for easy mailing in an envelope. The idea was created and designed in Abbott's own Advertising Dept., with finished artwork done by John Docimo and Bert Ray Studios, Chicago. The box was produced by W. C. Ritchie & Co., subsidiary of Stone Container Corp., Chicago.



□ **A GOOD EXAMPLE** of how the format of a mailing can add impact to the copy approach is found in a good booklet produced by General Electric Motor Div. for their local distributors. With the theme "Draw A Bead On Long Term Production", page size was stretched to an oblong 4½" x 14½". Double-truck headlines pointed out the long benefits of GE motors, advising prospects to "Equip For The Long Haul . . . Give Your Motors Long Lasting Protection . . . Get Prompt, Long Range Answers To Your Production Problems." A good link between copy and format.



□ **AUGUST 31st** . . . is the deadline for entries in this year's DMAA "Direct Mail Leaders" Contest—so you better start now if you plan to enter. As in

the past, the contest is open to all direct mail users . . . you don't have to be a member of the Direct Mail Advertising Assn. to enter. Basis for judging the best direct mail campaigns of the year will be according to the six basic functions of direct mail: 1) Creating more effective personal contacts for salesmen; 2) Bringing the prospect to your door; 3) Delivering background, sales or public relations messages to customers, prospects and others; 4) Taking actual orders by mail; 5) Securing action or response (not orders) by mail and 6) Conducting research or market surveys. Awards will be presented at the DMAA Convention in New York (Hotel Statler) on Oct. 1. For more about the contest, see Personalities In the News (page 46) . . . then write to DMAA at 3 E. 57th St., New York 22, N. Y. for complete details.



□ **AND DON'T FORGET** . . . October 1, 2 & 3 are the dates for the 39th Annual DMAA Convention — Hotel Statler, New York. The Convention Committee is planning an exceptionally good program for the big New York meeting. It's expected that attendance will break all past records . . . so if you haven't already done it, get your reservation now.

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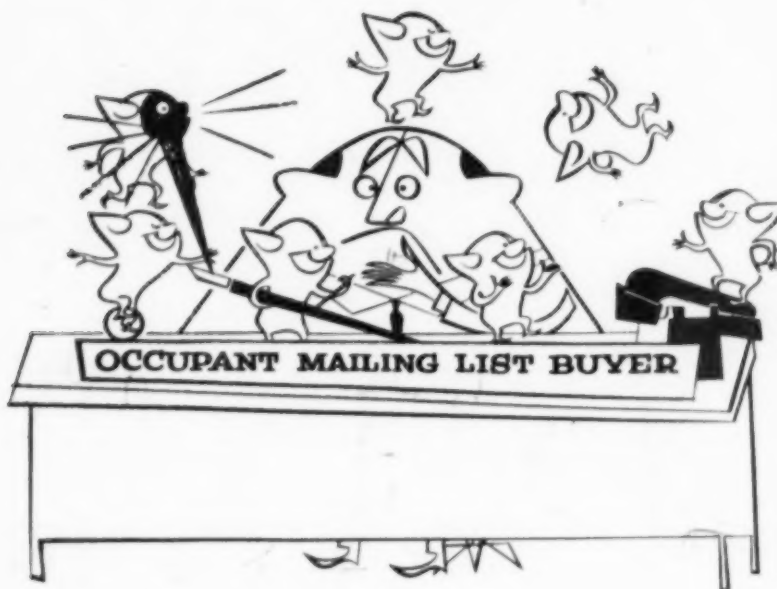
Means you can have confidence in our  
recommendations. Helen Tarbox, for example, has  
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Literature, Omnibook Magazine, Reader's Digest,  
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